SEPTEMBER 26, 1955 35c PER COPY

# BROADCASTING TELECASTING

IN THIS ISSUE:

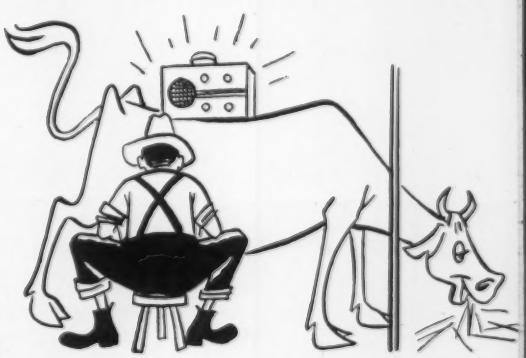
24TH year

## WHO IS IOWA'S FAVORITE RADIO STATION FOR FARM PROGRAMS!

THE data above is taken direct from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—the 17th annual edition of this famed study.

Farming is big business in Iowa, and Iowans' overwhelming preference for WHO farm program is far from a freak. It's the result of heads-up planning —in programming, personnel and research . . . in Public Service and audience promotion.

Write direct or ask Free & Peters for your copy of the 1954 I.R.T.A. Survey. It will tell you more about radio and television in Iowa than you could glean from weeks of personal travel and study.



FREE & PETERS, INC.,
National Representatives

NBC Affiliate

BUY ALL of IOWA—
*Plus* "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

*"The South's First Television Station"*

# WTVR

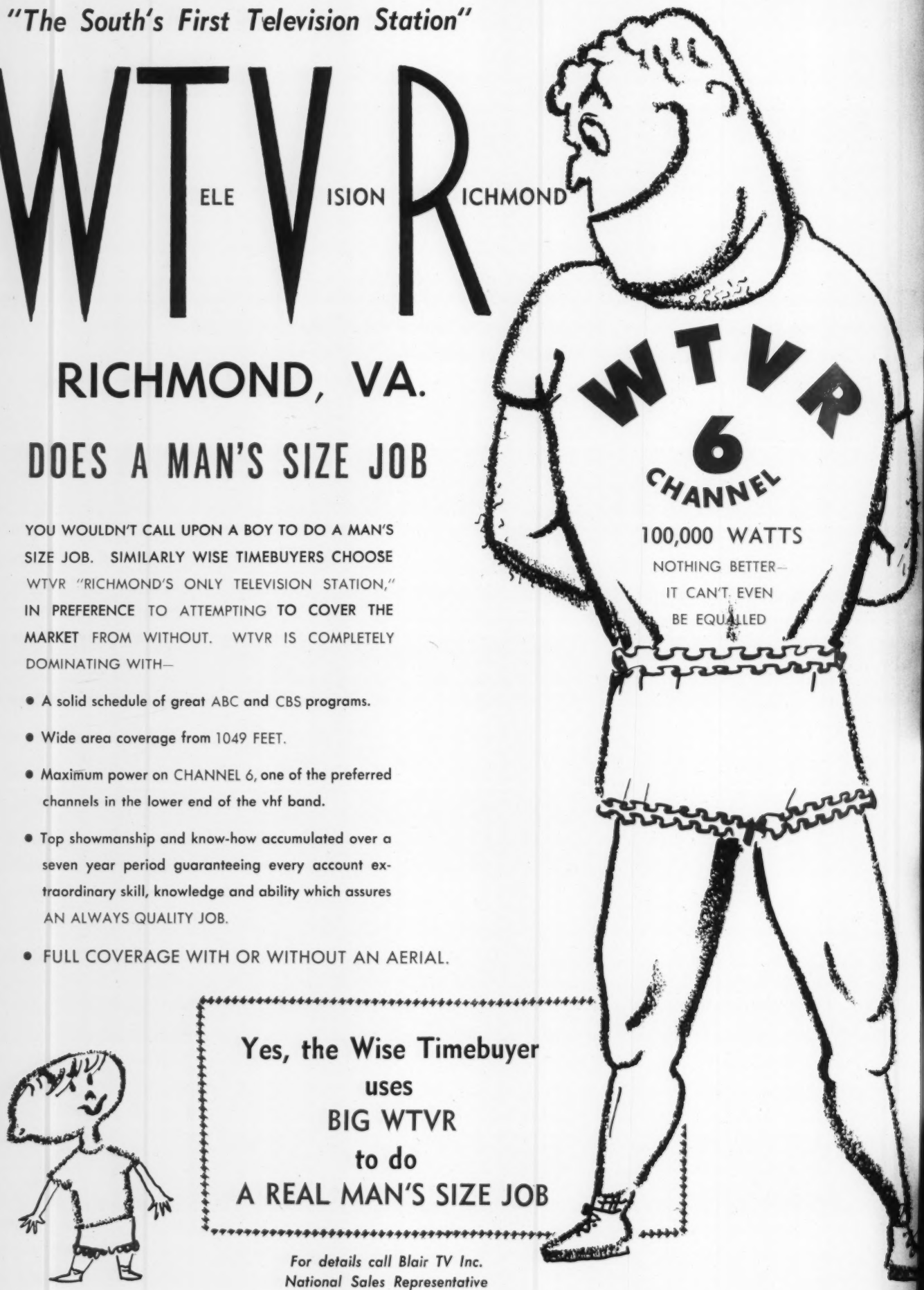
ELE VISION RICHMOND

## RICHMOND, VA.

## DOES A MAN'S SIZE JOB

YOU WOULDN'T CALL UPON A BOY TO DO A MAN'S SIZE JOB. SIMILARLY WISE TIMEBUYERS CHOOSE WTVR "RICHMOND'S ONLY TELEVISION STATION," IN PREFERENCE TO ATTEMPTING TO COVER THE MARKET FROM WITHOUT. WTVR IS COMPLETELY DOMINATING WITH—

- A solid schedule of great ABC and CBS programs.
- Wide area coverage from 1049 FEET.
- Maximum power on CHANNEL 6, one of the preferred channels in the lower end of the vhf band.
- Top showmanship and know-how accumulated over a seven year period guaranteeing every account extraordinary skill, knowledge and ability which assures AN ALWAYS QUALITY JOB.
- FULL COVERAGE WITH OR WITHOUT AN AERIAL.






**Yes, the Wise Timebuyer**
**uses**
**BIG WTVR**
**to do**
**A REAL MAN'S SIZE JOB**

*For details call Blair TV Inc.*
*National Sales Representative*

# FOCUS YOUR EYES ON THESE FACTS!

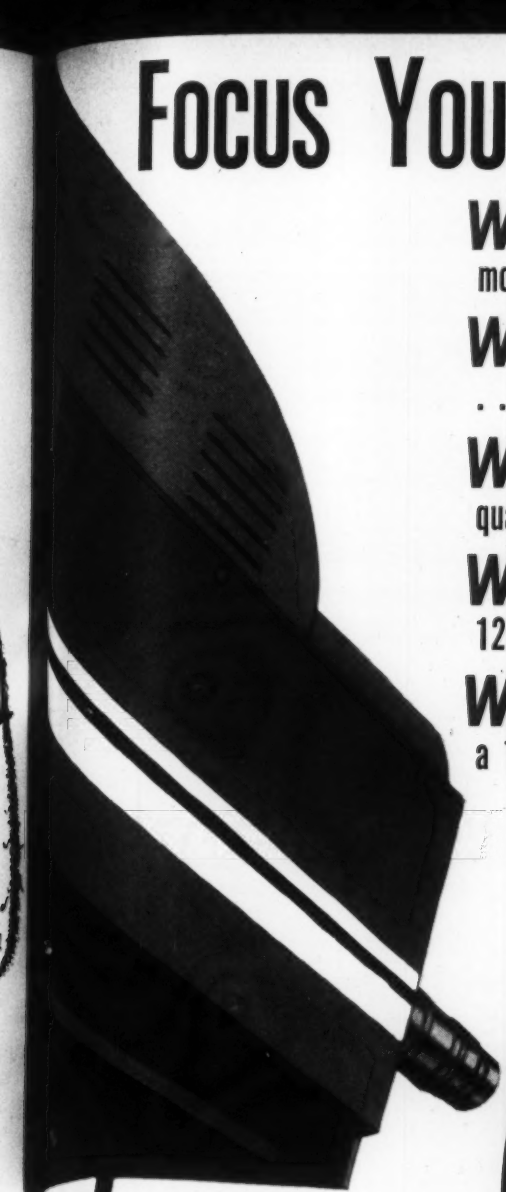
**WBRE-TV's** August 31, set count . . . 265,000 . . . 63,000 more than station B . . . 20,000 more than station C.

**WBRE-TV's** Audience Leadership: 25% more than station B . . . 100% more than station C, and leads all others by 500%.

**WBRE-TV** leads in average weekly audience, quarter hour by quarter hour Mon. thru Fri. from 5 P.M. to Midnight.

**WBRE-TV** Covers 17 counties of N. E. Penna. with a staff of 12 news and camera experts. Serving a population of over 2,000,000.

**WBRE-TV** is the only station transmitting network COLOR, with a 10 hour weekly schedule this Fall and Winter.



Channel 28

The above are authentic facts from the latest ARB surveys. Ask your Headley-Reed representative to prove them and lots more to you. Also ask him about "Little Rascals" . . . a new big audience producing feature on WBRE-TV.

## The Nations First Million Watt Station

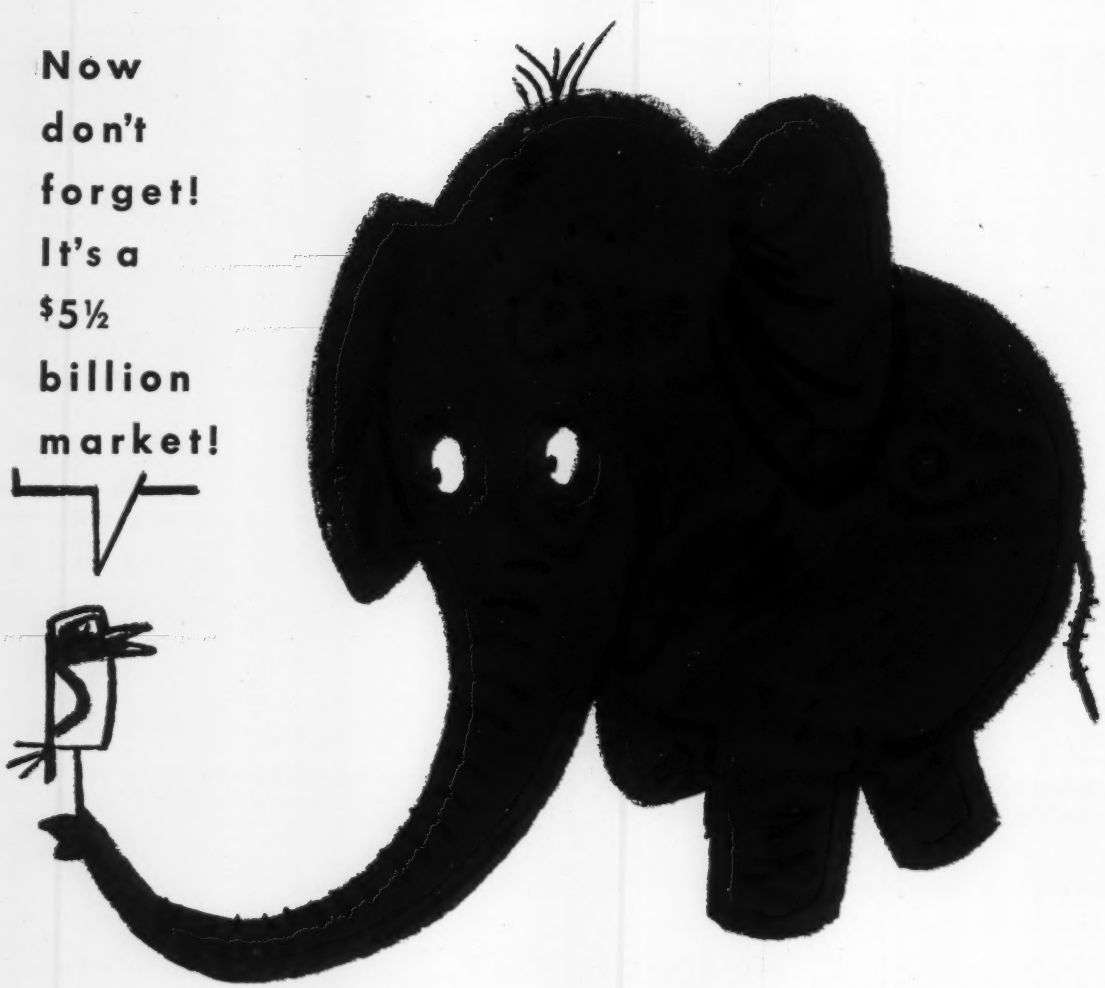
# WBRE-TV

WILKES-BARRE

AN NBC BASIC BUY!

PENNSYLVANIA

Now don't forget! It's a $5½ billion market!



# WGAL-TV LANCASTER, PA.

316,000 watts

## NBC and CBS

Worth remembering when you plan your advertising—WGAL-TV is the one station that reaches the rich, vast Channel 8 multi-city market —where 3½ million people, with 912,950 TV sets, have $5½ billion to spend annually. For sales results you'll not forget, advertise on WGAL-TV.

**Channel 8 Multi-City Market**

| | | |
|---|---|---|
| York | Harrisburg | Reading |
| Hanover | Lebanon | Pottsville |
| Gettysburg | Carlisle | Hazleton |
| Chambersburg | Sunbury | Shamokin |
| Waynesboro | Lewistown | Bloomsburg |
| Frederick | Lock Haven | Lewisburg |
| Westminster | Hagerstown | Martinsburg |

*Representatives:* **MEEKER TV, INC.**
New York • Los Angeles • Chicago • San Francisco

STEINMAN STATION
Clair McCollough, *Pres.*



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# closed circuit®

**AUTO BUSINESS** • Automobile manufacturers don't appear to be using as much national spot tv this year as in 1954 (some have switched to spot radio) to promote new models. Reasons for trend away from spot tv and toward radio are various but here are two big ones: Some motor makers think their network television shows give them plenty of tv coverage; others are cool to spot tv because of lack of good availabilities.

B•T

*DE SOTO has cut back spot television from last year, is now down to "first 25 markets." Chevrolet Div. of General Motors Corp., which in 1954 utilized heavy tv slate, has reversed field to radio [B•T, Sept. 12] and will use no spot video. Dodge has no national spot tv at all at present after substantial tv-radio schedule last year, had previously informed dealers and representatives of spot radio plans (for about 50 markets), but these reportedly were abandoned past week. Possibility is held out, however, for curtailed spot radio "at later date." Cadillac, like last year, is using radio only. Chrysler Div., Chrysler Corp., has scheduled spot radio in about 90 markets and limited television, with budget about same as for 1954* [CLOSED CIRCUIT, *Sept. 19*]. *Oldsmobile will use top 30 tv markets and about 40 radio markets. Spot tv also was conspicuous by its absence in radio-tv plans for Buick Div. of General Motors Corp., and Mercury Div. of Ford Motor Co.* [CLOSED CIRCUIT, *Sept. 19, 12*]. *Nash Div. of American Motors is placing radio spot announcement campaign to promote new model, effective Sept. 26 through 30, in about 75 markets. Geyer Inc., New York, is agency.*

B•T

**TWO FOR THREE?** • While NARTB's regional meeting innovation survived first week without drawing major complaints, there were signs that three-day agenda may be overdose. Possibly third of delegates at Chicago and Saranac Lake meetings had heavier travel burden under regional concept compared to former district meetings and some of them wondered if they weren't "goats" for lucky NARTB staff team, which has travel load cut in half. In any case, it appeared that several simultaneous radio-tv panels would permit association to fit three days of programming into two.

B•T

*ADVERTISERS and their agencies are using more color closed circuit telecasts to introduce fall plans to dealers and retailers. Within past fortnight, Young & Rubicam held closed circuit colorcast for General Cigars to announce details of its sponsorship of National Collegiate Athletic Assn. football games on NBC-TV and another for Arrow Shirt Co. to tell dealers about Arrow's participations on NBC-TV's* Today. *Estimates place cost of such colorcasts at $15,000 for limited number of cities.*

B•T

**STATION COMPENSATION** • Different scales of compensating affiliates are contemplated by NBC Radio and ABC Radio in new nighttime program plans. NBC will pay stations one-twelfth of their hourly rate for each minute participation. ABC will pay stations five-minute rate for segments in new "personal listening" programming.

B•T

*SO ARDENT are some affiliates in opposition to NBC's* Monitor *sales concept that they say they'd willingly forego all compensation for carrying network commercial programs if they were sure network would maintain its rates and thereby, in their opinion, not imperil national spot and local rate structure. In other words what they want from network is not money so much as good programs to sell around—and assurance that network won't, through devaluation of its own time, weaken all rates.*

B•T

**TIT FOR TAT** • Informed British sources say Russians will insist—as price for pledge to quit jamming Voice of America—that U. S. close down Radio Free Europe and Radio Liberation, both privately financed. Soviet argument will be pegged on Copenhagen treaty which allocated medium wave channels in Europe and will be made at Big Four ministers' conference in Geneva next month, British believe.

B•T

*ABC RADIO, impressed by "Disney Magic" that has bolstered ABC-TV, may hire Walt Disney to produce daytime, across-board radio show for network.*

B•T

**200 MORE V'S?** • One government engineer says 200 additional vhf stations could be allocated under drop-in plan proposed last week by FCC Comr. Robert E. Lee (see story page 27). Essential ingredients of Mr. Lee's plan: Less distance between stations, directional antennas, low power for some v's.

B•T

*GUSTAV B. MARGRAF, NBC vice president for talent, who has been with network for nearly decade and was once general counsel for NBC, is expected to resign shortly to join Reynolds Metals Co. in executive capacity. Joseph H. McConnell, onetime NBC president, recently became general counsel for Reynolds.*

B•T

**COMMUNITY RELATIONS** • Formal request for FCC to take jurisdiction over community tv is due to be filed soon by broadcasters' group. Most of these telecasters have had run-ins with wired antenna folk, either where both are in same community or where station owner has unsuccessfully forbade community tv operator from picking up station's signals.

B•T

*PERTINENT observation made by chief of one major research firm about current talk regarding need for more and better radio-tv rating services: There'll never be radio rating research equivalent to print media's Audit Bureau of Circulation because cost is way out of line with results. As to tv, with most of networks and stations in important markets sold out in prime time, there's no need for more or better research.*

B•T

**SCREEN GEMS, TPA TALK** • High Columbia Pictures executive confirmed Friday that subsidiary television film company, Screen Gems, was negotiating for purchase of Television Programs of America. What Screen Gems wants is such TPA properties as *Private Secretary, Lassie* and *Halls of Ivy*. Outcome may be known this week.

B•T

*BRITISH Broadcasting Corp. has lodged protest with FCC Chairman George C. McConnaughey over his remark, at Radio and Television Executives Society lunch in New York fortnight ago, that BBC was being forced to acquire new talent because of new competition from commercial tv.*

B•T

**NOT YET** • Prospects appeared last week that FCC may postpone again its new rule permitting 1,250-foot tower heights by Zone I vhf stations beyond present Oct. 1 postponement. It was learned that if FCC does decide to postpone measure, it will be because of air hazard considerations and not because of protests by small market tv outlets in Connecticut, Pennsylvania and Massachusetts (both vhf and uhf) that new rule permits big city stations to get bigger at smaller stations' expense.

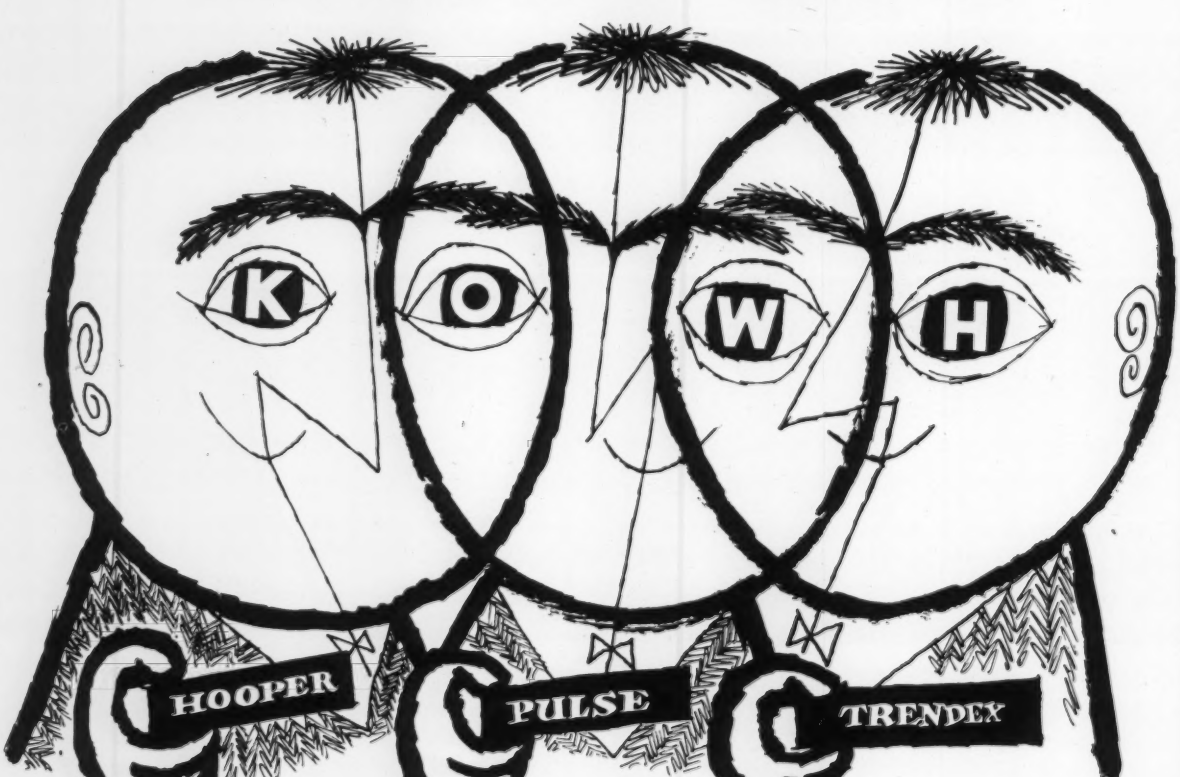
B•T

*HOLLYWOOD is "tv capital of the world," H. Leslie Hoffman, president, Radio-Electronics Television Manufacturers Assn., said last week (story, page 90), but here are figures he didn't get to emphasize to Radio-Tv Week luncheon: Tv in Hollywood is making 10 times more entertainment fare than movies; 250 film packages are $100 million industry; three major networks will originate 1,474 hours of film and 1,294 hours of live shows in next year.*

B•T

**TWO VERSIONS** • NBC executives swear they made no offer of free time to Revlon in seeking switch of cosmetic company's *$64,000 Question* from CBS-TV, insist deal hinged on NBC-TV's making available prime time for second Revlon-sponsored show. Other sources involved in negotiations say bonus time, including participations in NBC-TV's daytime *Matinee*, was dangled as bait.

# ALL 3 SEE
# EYE-TO-EYE-TO-EYE




## No matter who asks the questions . . .
## KOWH is the answer in OMAHA

52.6%! That's the average share of audience Hooper (July-August) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . gradually increasing its first-place dominance, until now KOWH is first in *every* time period of *every* survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good (660 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you swear by, you can feel secure with KOWH because all 3 see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

**KOWH**
OMAHA

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

| WHB, Kansas City | WTIX, New Orleans | KOWH, Omaha |
|---|---|---|
| Represented by | Represented by | Represented by |
| John Blair & Co. | Adam J. Young, Jr. | H-R Reps, Inc. |

# at deadline

## Roscoe Barrow to Direct FCC's Study of Networks

APPOINTMENT of Roscoe L. Barrow, dean of U. of Cincinnati Law School and 10-year veteran of government service, to head FCC's network study announced Friday. Study, to be undertaken with $80,000 voted by Congress earlier this year, will be first such since chain broadcasting regulations promulgated in 1941. Dean Barrow will head staff (about six, he said, plus help from FCC staff) on per diem basis ($50 per day). Cincinnati law school head said he would devote as much time as necessary to job, perhaps two-three times a week, but would continue law school administrative position.

Object will be to undertake "comprehensive study to ascertain what has been happening since chain broadcasting regulations adopted," he told B•T Friday. "I have no preconceptions," he added. He estimated study would run through next June, expressed hope that all lines of study would be completed by then.

Born in LaGrange, N. C., in 1913, Dean Barrow received B.S. degree from Lewis Institute (now Illinois Institute of Technology) in 1935, J.D. degree from Northwestern U. in 1938. From 1938 to 1951, Dean Barrow was attorney with National Labor Relations Board, Dept. of Agriculture, Office of Price Administration, Dept. of Justice (he was special assistant to Attorney General J. Howard McGrath, handling price violation prosecutions). During World War II, he served in Navy. He was appointed law professor at U. of Cincinnati in 1949, named acting dean in 1952 and dean in 1953.

Network study will be made under direction of special committee of Commissioners comprising FCC Chairman George C. McConaughey, Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer.

## Matejka Succeeds Botkin

MAJ. GEN. Jerry V. Matejka, U. S. Army, has been "detailed" for present time to take over duties performed for past year by Harold M. Botkin, assistant director for telecommunications of Office of Defense Mobilization. Mr. Botkin, after serving year agreed upon, left last Monday to return to AT&T Long Lines Dept., where he becomes assistant to AT&T Vice President H. T. Killingsworth.

It was presumed Gen. Matejka will become assistant (for telecommunications) to ODM Director Arthur S. Flemming. He retires from active duty with Army Oct. 31, after joining in 1917. Gen. Matejka recently returned from Europe after NATO service with Marshal Alphonse Juin at Fontainebleau, France.

## 'Our Town' to Be Filmed

SYNDICATION of Thornton Wilder's *"Our Town"* as tv series for 1956 season announced Friday by Sol Lesser who made feature movie in 1939 and holds filming rights. Series to be produced by Sol Lesser-Jack Denove Tv Films Inc. Mr. Lesser said Frank Sinatra, featured in NBC colorcast version last Monday on *Producers Showcase*, may be signed for tv series. Meanwhile, Fred Coe, who produced NBC-TV version, is reported seeking clearance for Broadway musical version this winter.

### FIGHT RECORD

THEATRE Network Television reported Friday that about 325,000 persons in 129 theatres paid an estimated $1,240,000 to view its closed-circuit telecast of Rocky Marciano - Archie Moore heavyweight championship bout in New York last Wednesday. Nathan L. Halpern, TNT president, called telecast "the greatest one-time box-office attraction in the history of show business."

## Saranac Lake Delegates Favor Regional Meeting Plan

REGIONAL type of NARTB industry meeting in autumn favored by eight-state delegates at Saranac Lake, N. Y., session (see coverage starting page 72). Delegates liked idea, they stated in resolution adopted Friday afternoon, because it gives opportunity for state association meetings in conjunction with NARTB program. Another resolution thanked FCC Comr. Robert T. Bartley for participation.

Registration of delegates reached 163 Friday afternoon, with 28 advance registrants not yet at meeting. Friday night banquet speaker was Comr. Bartley with Paul Raibourn, KTLA (TV) Los Angeles, NARTB Tv Board member, to talk at Saturday luncheon.

Michael R. Hanna, WHCU Ithaca, re-elected president of New York Radio & Tv Broadcasters Assn., along with Bill Doerr, WEBR Buffalo, first vice president; Gordon Gray, WOR New York, second vice president; George Dunham, WNBF Binghamton, treasurer, and W. Stewart Elliott, WIBX Utica, secretary. All directors re-elected but one, with Carl Ward, WCBS New York, replacing Sam Cook Digges, WCBS-TV New York.

## GOP to Get Equal Time

NEW YORK Republican State Committee advised Friday by NBC it would be given equal time to answer Gov. Averell Harriman on statewide radio-tv network, provided Governor had discussed "a controversial issue of public importance" in "partisan manner" on his upcoming series originating from WRCA-AM-TV New York. GOP committee had asked for time to reply to forthcoming monthly series, *Report to the People.*

### PRIVATE POOL

NBC constructed special water tank at its Burbank, Calif., studios at reported cost of $25,000 to permit Esther Williams to perform swimming number tomorrow (Tues.) on *Milton Berle Show* (every third Tues., 8-9 p.m. EDT). Tank measures 40 feet long, 15 feet wide and 10 feet deep, and has two plexiglass windows 12 feet long, facilitating camera shots of Miss Williams' swimming art both above and below water. Series, which will be presented in color, is sponsored by RCA, Sunbeam Corp. and Whirlpool Corp.

## • BUSINESS BRIEFLY

**LaROSA ADDING** • La Rosa Products (spaghetti, macaroni, etc.), N. Y., planning to add frequencies to present radio schedule of spot announcements in New England and mid-Atlantic states, effective next month. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

**NAME CHANGE** • Roberts, MacAvinche & Senne Adv. agency, Chicago, announces change of name to Henry Senne Adv. Inc. effective Oct. 1. Personnel will remain the same.

**AGENCY MOVES** • BBDO, after 16 years in Russ Bldg., San Francisco, next Friday will move to 11th floor of Equitable Life Bldg., 120 Montgomery St. New phone is Exbrook 7-1122. J. G. Motheral is manager.

**TV SATURATION DRIVE** • Chattanooga Medicine (Black Draft), Chattanooga, Tenn., which had tested television last year, planning its first tv spot saturation campaign in South, to be launched Oct. 10 with as many as 12 spots per week in over 30 markets. Length of contract varies from 18 to 33 weeks, depending on market. Harry B. Cohen, N. Y., is agency.

**MORTON SCHEDULE** • Morton Packing Co. (Morton's frozen pies), Louisville, buying tv national spot schedule for indefinite time, starting Oct. 1. Campaign to cover 70 markets on about 85 stations. Ted Bates & Co., N. Y., is agency.

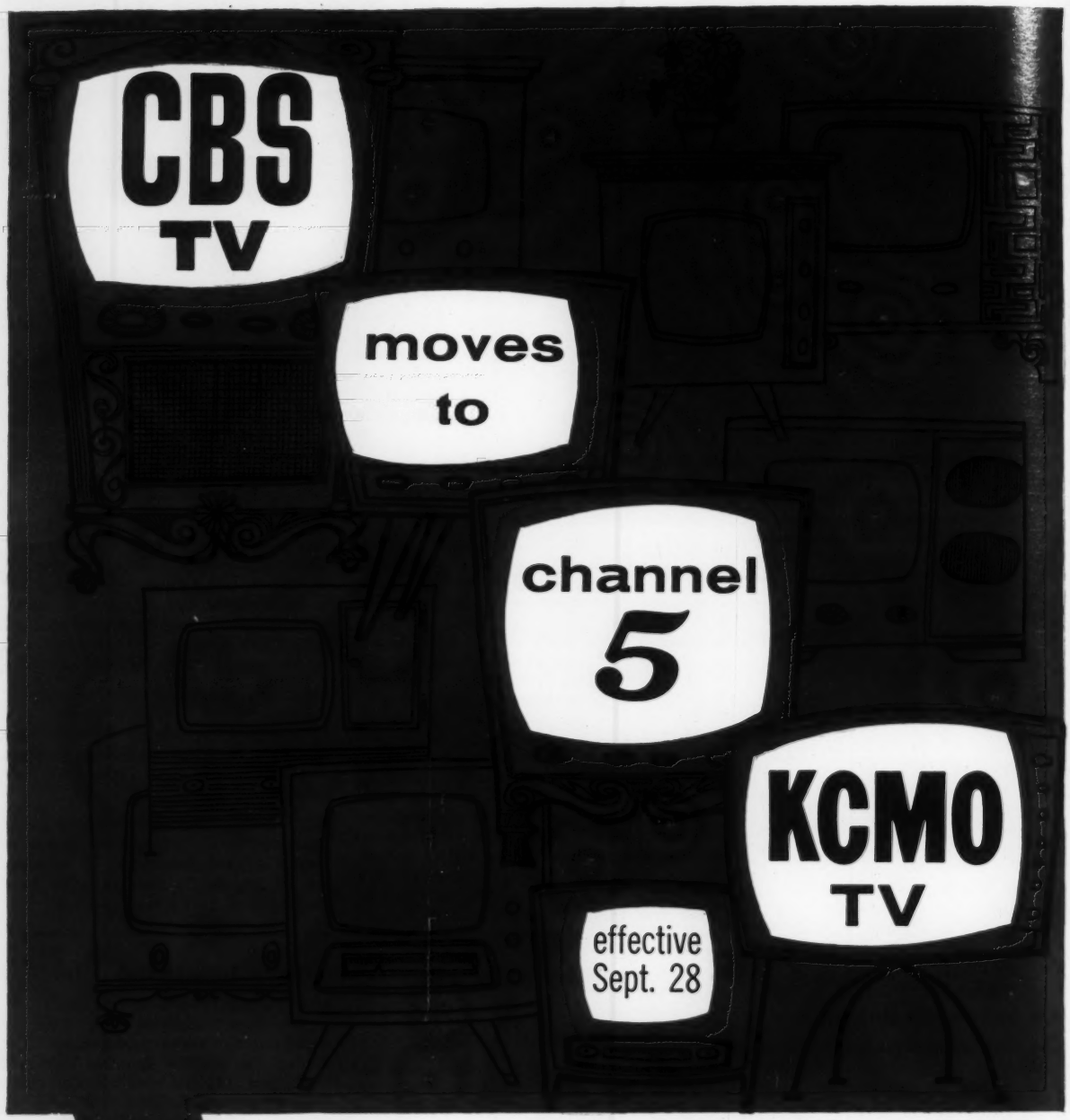
**BEST FOODS RADIO** • Best Foods (H. O. Oatmeal), N. Y., buying radio spot schedule in New York and Boston for 26 weeks, starting end of month. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

## Cowan to Explain '$64,000'

SPECIAL luncheon to be held Oct. 13 by Radio & Television Executives Club, New York, to hear Louis G. Cowan, producer, tell "The Story Behind the $64,000 Question." As predicted [B•T, Sept. 19], last week's Revlon commercial dealt with Touch & Glow. Only token mention was made of Living Lipstick because supply is exhausted. Hal March, m.c., asked public to be patient while production catches up with demand. There will be no Living Lipstick commercial at all tomorrow (Tuesday) on CBS-TV program, according to Norman, Craig & Kummel, New York agency.

## 'Matinee' Gross Over Million

TOTAL gross billings for first 13-week cycle of NBC-TV's new *Matinee Theatre* said Friday to be more than $1 million in advance of show's premiere Oct. 31. Matthew J. Culligan, NBC-TV national sales manager, predicted program may break record for advance network participating sales, exceeding NBC-TV's *Home* mark of 12 sponsors and gross billings of more than $2 million before premiere. Mr. Culligan said that four weeks before program's debut, four advertisers have been signed. They are Procter & Gamble, through Benton & Bowles; Aluminum Co. of America, Fuller & Smith & Ross; Motorola Inc., through Leo Burnett Co., and B. T. Babbitt Co., through Dancer-Fitzgerald-Sample. New series will be colorcast live (Mon.-Fri., 3-4 p.m.).




MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

| KANSAS CITY | | SYRACUSE | | PHOENIX | | OMAHA | |
|---|---|---|---|---|---|---|---|
| KCMO | KCMO | WHEN | WHEN | KPHO | KPHO | WOW | WOW |
| RADIO 810 kc. ABC | TV Channel 5 CBS | RADIO 620 kc. ABC | TV Channel 8 CBS | RADIO 910 kc. ABC | TV Channel 5 | RADIO 590 kc. CBS | TV Channel 6 NBC |

Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.

# at deadline

## Triangle Signs Contract To Acquire Altoona Property

CONTRACT for sale of WFBG-AM-TV Altoona, Pa., by Gable department store interests to Triangle Publications (WFIL-*Philadelphia Inquirer*) for $3.5 million cash signed Friday, it is understood. Agreement contains no provision for time credit as first reported [B•T, Aug. 8]. Application for FCC approval scheduled to be filed in next few weeks.

WFBG-TV operates on ch. 10 with 316 kw and is affiliated with all networks. It began operating in 1953 and is represented by H-R Television Inc. WFBG, 250 w on 1340 kc, was founded in 1925, is NBC affiliated and represented by H-R Representatives Inc.

This makes third acquisition being sought by Annenberg interest; others are purchases of ch. 15 WLBR-TV Lebanon, Pa., for $115,000 plus assumption of obligations totaling $125,000 (see story page 102) and application for ch. 18 in Elmira, N. Y., as satellite of Annenberg-owned WNBF-TV Binghamton, N. Y.

## RETMA to Study Dilemma In Tv Frequency Allocation

INTENSIVE study of whole tv frequency allocation problem will be conducted by special committee of Radio-Electronics-Tv Mfrs. Assn. under direction of Dr. W. R. G. Baker, General Electric Co., who headed original National Television System Committee. Committee will submit its findings to Commission. Failure of many television stations was cited by RETMA.

Members of special committee, besides Chairman Baker, are Max F. Balcom, Sylvania Electric Products; Paul V. Galvin, Motorola Inc.; E. C. Anderson, RCA; H. C. Bonfig, CBS Columbia, and James D. McLean, Philco Corp.

## Seeks World Series Pickup

KIVA (TV) Yuma, Ariz., asked FCC Friday for special temporary authority to telecast World Series games by means of off-air pickup from KRCA (TV) Los Angeles on Mt. Wilson.

## KSTT Davenport Sold

SALE of KSTT Davenport, Iowa, by A. M. McGregor and I. F. Whalen to group of Minneapolis businessmen for $112,500 announced Friday. Buyers include Fred Epstein, Burt H. and Milton H. Cohen and Marvin Borman. Transaction, handled by Blackburn-Hamilton Co., station brokers, subject to FCC approval. Station is MBS, 1 kw on 1170 kc.

## Texas Station Sale Filed

APPLICATION for FCC approval to sale of 87.53% of KCNY San Marcos, Tex., by Edward C. James to Frank Wilson Jr. and Lawrence M. Walshak for $20,000 filed Friday. Messrs. Wilson and Walshak own KCTI Gonzales, Tex.

## Streibert's Talk on Radio

U. S. Information Agency Director Theodore C. Streibert's address on "U. S. Information Policy After Geneva" to World Affairs Council of Philadelphia Wed., Sept. 28, to be on ABC-Radio, 9:30-9:55 p.m. (EDT).

### ARGENTINE REPORT

CBS RADIO claimed Friday that earlier in day Correspondent Peter Hahn made first shortwave direct broadcast from Buenos Aires since fall of ex-President Peron (see story page 96). Mr. Hahn reported that Peron was prisoner aboard rebel navy warship, rather than exile aboard Paraguayan gunboat. Mr. Hahn notified CBS that after much persuasion, government communication authorities permitted him facilities of radio El Mundo in Buenos Aires without censorship.

## Gen. Sarnoff to Be Called In Movie Antitrust Suit

ALTHOUGH he already has given deposition in government's 16mm antitrust suit against major movie firms, Brig. Gen. David Sarnoff, RCA-NBC board chairman, is to be subpoenaed as witness in trial now underway in Los Angeles, Justice Dept. official said Friday. Case is being heard by Federal District Judge Leon R. Yankwich (story page 68).

Following blast by Justice Dept. counsel that movie industry "conspired" to withhold films from tv, movie attorneys told court it would have been "economic insanity" for producers to license feature pictures to tv stations or networks while new medium was just growing. Macklin Fleming, counsel for RKO and Columbia, said his defense case will emphasize economic factors.

## New RCA Tv Tube Line

RCA last Friday announced it has introduced new line of television picture tubes of 25 different types, called RCA "Silverama" tubes. D. Y. Smith, vice president and general manager, RCA Tube Division, said 25 various type tubes will perform function of current 114 types on market, thus enabling distributors and technicians to reduce number of picture tubes they must stock to serve customers.

## Disney on Closed Circuit

SHOWMAN Walt Disney went on 82-station ABC closed circuit Friday to tell 18 advertisers about plans for *Mickey Mouse Club*. Billings for show (Mon.-Fri., 5-6 p.m. local time) already stand at $15 million. Robert E. Kintner, ABC president, introduced closed circuit, said advertisers were getting "greatest reservoir of goodwill" in U. S. with tv program, predicted it would duplicate Davy Crockett craze of last year's *Disneyland* series. Estimated 75 advertiser, agency, and station personnel caught closed circuit at each station.

### UPCOMING

**Sept. 27-28: Joint meeting of the Pacific Northwest Community Assn. and the National Community Tv Assn. at Walla Walla, Wash.**

**Sept. 28-30: NARTB Regional Meeting, St. Charles Hotel, New Orleans.**

***For other Upcomings see page 123***

## PEOPLE

**DONN E. WINTHER** appointed merchandising representative, WNBF-AM-TV Binghamton, N. Y. Stations' General Manager **GEORGE R. DUNHAM** appointed to serve on N. Y. State Dept. of Commerce's Radio-Tv Advisory Committee.

**PINKY LEE,** NBC-TV artist, who collapsed of exhaustion Tuesday while on air, expected to return to *Pinky Lee Show* (Mon.-Fri., 5-5:30 p.m. EDT) this Thursday. NBC, meantime, showing kinescopes that had been newly made with Mr. Lee.

**OLGA BLOHM** appointed manager of Standard Radio Transcription Services Inc. Miss Blohm was active in advertising, manufacturing and entertainment fields before joining company in June 1954. She will continue administrative duties and be in charge of firm's sales activities, including sale (on outright basis) of Standard Program Library, sound effects record library, and Shorty Tunes musical units.

**TED YATES,** executive producer, *Tex and Jinx Show* on WRCA-TV New York, has joined DuMont's WABD (TV) New York as director of news and special events.

**LEN SCHLOSSER,** assistant radio-tv director for U. of Chicago and formerly producer, news director and assistant to director of CBS network operations, appointed radio-tv director for Chicago Council on Foreign Relations effective Oct. 1. He has been assistant director of *U. of Chicago Round Table* and successor, *New World.*

**JOHN M. RANKIN** appointed assistant general sales manager of Morton Salt Co. **JAMES H. BURTCH** named assistant to President Daniel Peterkin Jr. Firm uses both broadcast media and account is handled by Needham, Louis & Brorby Inc., Chicago.

**WALTER DUNCAN,** senior writer, sales promotion, CBS Radio, resigns to become chairman of speech department at Babson Institute, Wellsley, Mass.

**JOHN RYAN,** formerly with Abbott Kimball Co., New York, joins sales staff of Telepix Corp., Hollywood tv film packager.

## Brandt Forms Own Firm

ALAN (BUD) BRANDT has resigned as publicity and special events director of WNEW New York, to form his own organization, Brandt Public Relations & Promotions. New firm will go into operation Oct. 15. Mr. Brandt, with WNEW five years, formerly was director of public relations for *Howdy Doody* package. New firm plans to include public relations services ranging from personalities, radio and tv packages through consumer products. Clients will be announced shortly.

## Apple Budget Doubled

NEW YORK & New England Apple Institute, Kingston, N. Y., has doubled its broadcasting media budget from $45,000 to $100,000 to help promote 1955's bumper crop. Effective end of September, contract runs for three to four weeks in four states, 90% in radio spots, 10% in tv participation of children's shows. Agency is Charles W. Hoyt, N. Y.

## 'Coke Time' at Notre Dame

NBC-TV's *Coke Time* will originate from South Bend, Ind., next Friday saluting dedication of uhf WNDU-TV's opening. Station became NBC affiliate last July.

# the week in brief

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Broadcasting Publications Inc.
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THE NEWSWEEKLY OF RADIO AND TELEVISION
*Published Every Monday by Broadcasting Publications Inc.*

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office


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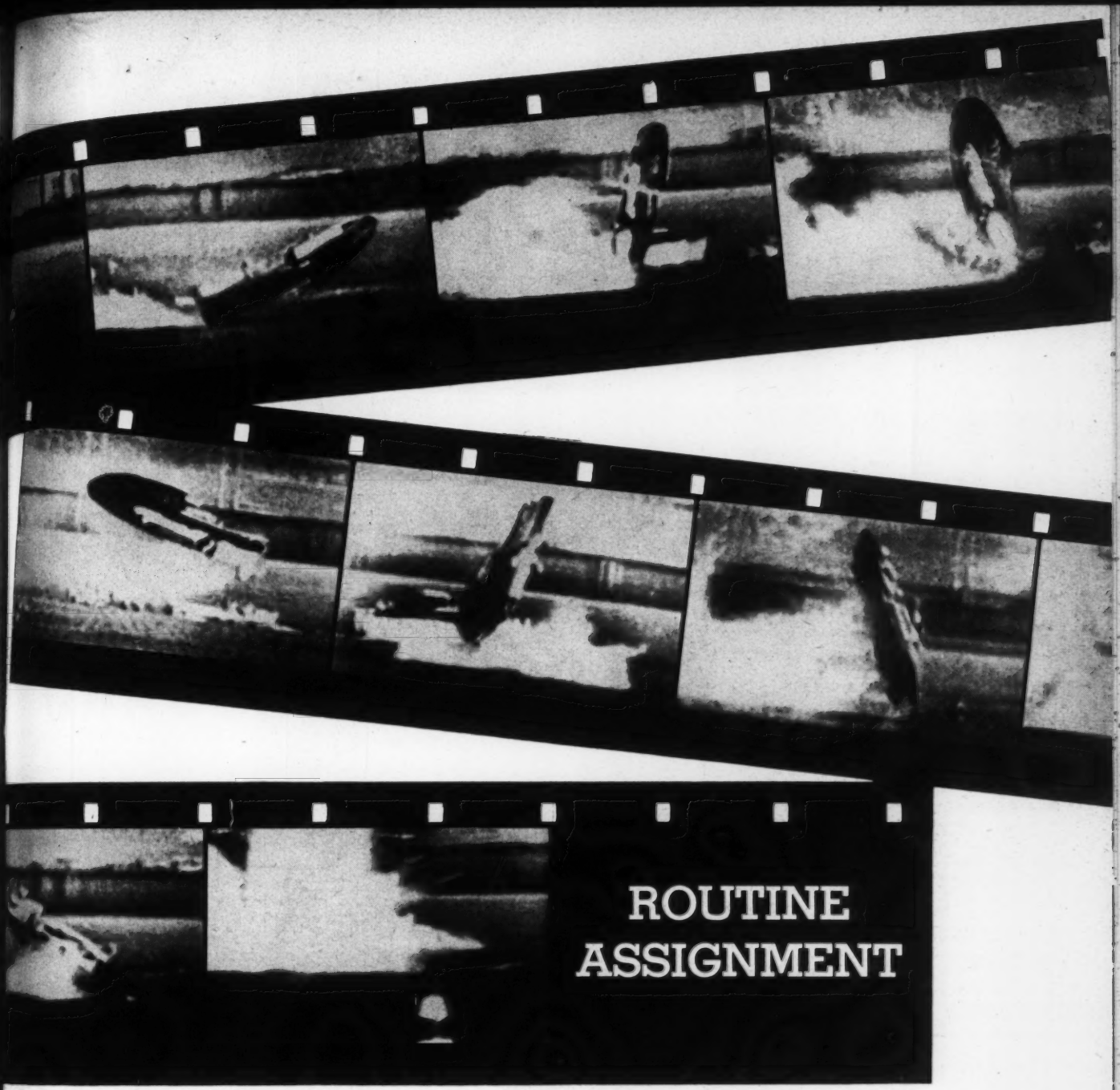


# ROUTINE ASSIGNMENT

One of the most spectacular sports accidents of all time took place on Lake Washington in early August... and, only KING-TV was on hand to record the scene, live and by kinescope.

These unretouched kinephotos show the unlimited hydroplane, Slo-Mo-Shun V, attempting to qualify for the famous Gold Cup classic. Suddenly, while traveling at a speed of 160 miles-per-hour, the defending champion leaped out of the water performing a complete loop. Landing right side up, she continued on her course minus its driver, Lou Fageol.

The Pacific Northwest has come to expect such exclusive coverage from KING-TV. This helps explain the ARB and Pulse ratings for both Seattle stations covering the event, August 7. KING-TV showed a superiority on both surveys of almost four to one.

**GOLD CUP, 1955**

*Average Telepulse rating for duplicate coverage:*

*Channel 5, KING-TV—37.46*
*Other Seattle Channel—10.48*

*Average ARB rating for duplicate coverage:*

*Channel 5, KING-TV—50.19*
*Other Seattle Channel—14.75*

*Channel 5—ABC*
*100,000 Watts*
*Ask your BLAIR-TV man*

**FIRST IN SEATTLE**

**KING-TV**

*Otto Brandt, Vice President and General Manager*

A helicopter crew from Naval Air Station, Cecil Field, Jacksonville, Florida, practices sea rescue operations.

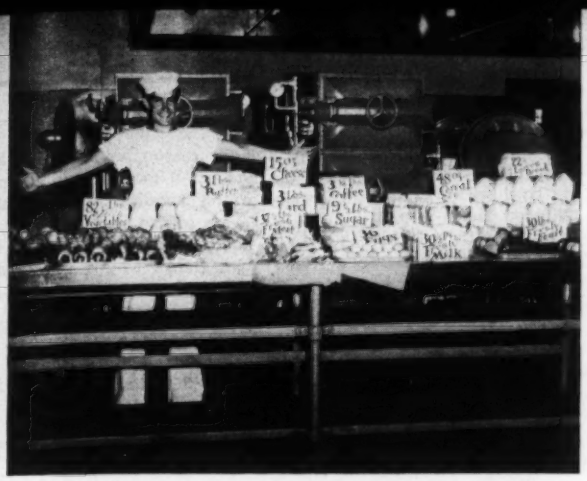
The soaring buying power of the area served by WMBR-TV has rescued many a marketer of consumer goods.

*All Official Photographs, U. S. Navy, except as noted.*

THE Navy sailed into Jacksonville fifteen years ago and started a business boom that has never stopped gaining knots. Since October 15, 1940, when the Jacksonville area was commissioned, the Navy has spent $349,000,000 on plant alone (with $17,645,000 more on deck), is currently paying its 21,000 Jacksonville-based "employees" $53,000,000 in annual salary.

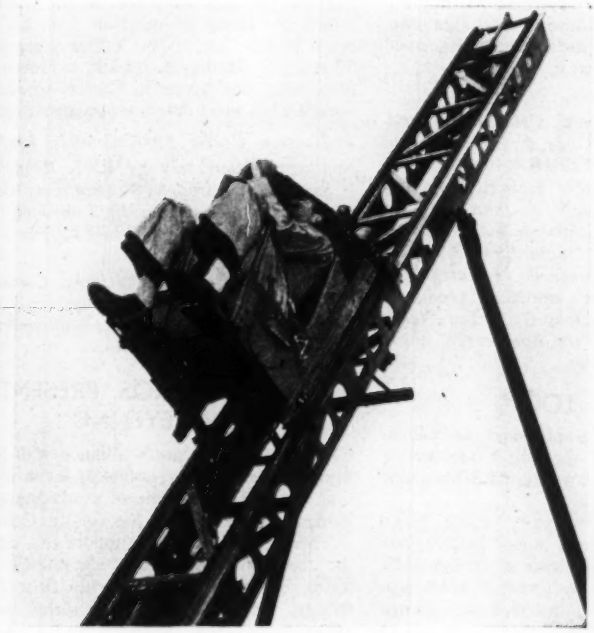
The U. S. Navy, with important installations at suburban Mayport, Cecil Field, Green Cove Springs, as well as the Naval Air Technical Training Center, the Naval Hospital, and the Naval Air Station in Jacksonville, is one of 600 industries in the area. Combining Old Southern traditions with New Southern commercial vigor, Jacksonville is a market of 375,000 inhabitants, a marketplace for 700,000 more, most of whom watch WMBR-TV.

Accessibility to creeks, rivers, and ocean makes the Jacksonville area particularly attractive to fishermen and Navy personnel. Shown are ships in the Florida Group of the Reserve Fleet, U. S. Naval Station, Green Cove Springs, Jacksonville, Fla.



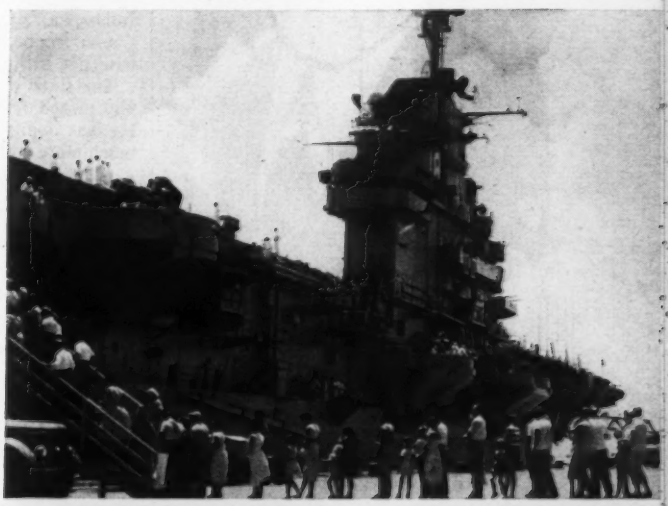
Provisions per capita over a 30-day period aboard ship. Annual Navy purchases of supplies and produce in the Jacksonville area total more than $4,000,000.

All in a day's work for Navy jet pilots. Powder charge in jet ejection seat model simulates the experience of rescue-ejection from a jet plane.



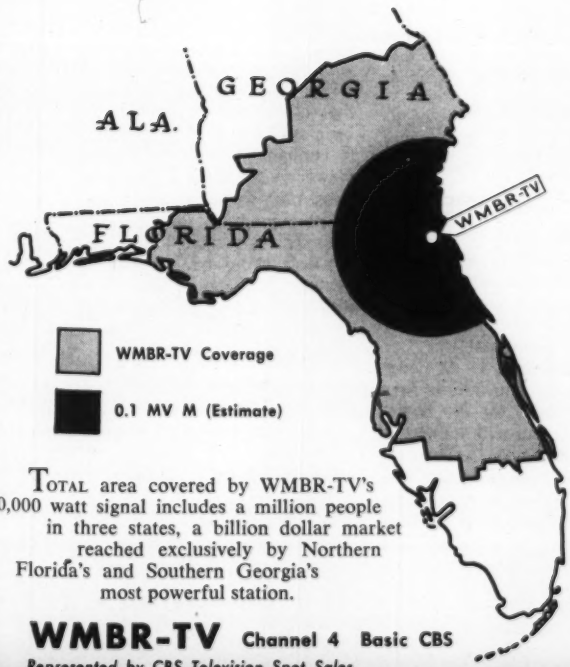
Vapor trails left by Navy jets are familiar sights in the Jacksonville sky. Almost jet-propelled, population growth of Florida, up 26% in five years, will show a gain of 53% for the decade as estimated by the U. S. Bureau of the Census.

A trail of visitors are welcomed aboard on aircraft carrier at Mayport, near the mouth of the St. Johns, deep enough to permit ocean-going vessels to make Jacksonville the top port of the South Atlantic states.



Naval Air Station, Jacksonville, where $6½ million in construction is authorized or recently completed. Navy building, plus $11½ million in public works construction authorized for 1956, make Jacksonville a center of bustling building activity.

Downtown Jacksonville, showing part of the network of bridges across the St. Johns. $60,000,000 is being spent to take good care of our visitors. *Charles Smith Studio (Jax) picture.*




TOTAL area covered by WMBR-TV's 100,000 watt signal includes a million people in three states, a billion dollar market reached exclusively by Northern Florida's and Southern Georgia's most powerful station.

**WMBR-TV** Channel 4 Basic CBS

*Represented by CBS Television Spot Sales*

CAPITAL TYPES #11

THE KING-MAKER

Waits till dusk when his wife makes him go to the Laundromat. Kids keep hiding assorted small wild life in his slippers. Crazy about bagpipe music, but not allowed to play within one hundred yards of the house. Aunt Margaret calls him "Cuddles"; hasn't spoken to Aunt Margaret since Armistice Day, 1939.

And in Washington, advertisers call WTOP Radio a better buy than any other station. WTOP is the station with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station.

**WTOP RADIO**

Represented by CBS Radio Spot Sales



## THE PERRY COMO SHOW

GET a top-rated show going in a certain time spot, and you can bet the rival networks will start gunning for it. Witness the 8-9 p.m. Saturday slot, dominated by CBS-TV's Jackie Gleason for the last few years. And witness NBC-TV's *Perry Como Show*, which Sept. 17 marshaled all the name stars it could get into an hour and went to battle.

This venture is something new for Mr. Como, who has risen to fame and considerable fortune by singing songs and letting it go at that. No producer would stand still for a singer just singing for an hour, so they had to come up with something more. What they came up with is a combination Como and comedy. Goodman Ace's script seemed written for George Gobel —it's too bad Mr. Gobel didn't play it.

Principal guest was Rosemary Clooney, who sang and looked pretty both by herself and with the host. Others in the battery of guests were Julius LaRosa, Frankie Laine, and the Sid Caesar troupe, who clowned around and otherwise got in the way of the program.

The show closed on a happy note—they finally turned Mr. Como loose and let him sing. He was doing what he does best, and seemed much more comfortable at it.

*Production cost: $85,000*
*Sponsored by International Cellucotton Products through Foote, Cone & Belding; Gold Seal through Campbell-Mithun; Noxzema through Sullivan, Stauffer, Colwell & Bayles; Dormeyer Corp. through Joy John W. Shaw Adv.; Armour & Co. through Tatham-Laird.*
*Broadcast on NBC-TV, Saturdays, 8-9 p.m*
*Executive Producer: George F. McGarrett.*
*Producer: Lee Cooley; associate producer: Henry Howard; director: Gray Lockwood; technical director: Henry Bomberger; music director: Mitchell Ayres.*

## NAVY LOG

FASCINATING photography and an educational vein throughout the script are strong inducements to view *Navy Log*, CBS-TV's new Tuesday night film offering.

However, the opening story about Navy frogmen's daring-do lapsed into a pattern that even predates the diver heroics of Hollywood's Jack Holt and Jack Graves some 20 years ago. Back on the submarine, the frogman trainee who had "chickened out" in training school realizes his mates, working in the murky depths on a sunken hull, face death. You finish it.

*Production Costs: Approximately $35,000*
*Sponsored alternately by Maytag Co. through Leo Burnett, and W. A. Sheaffer en Co. through Russel Seeds on CBS-TV, Tues., 8-8:30 p.m. EDT.*
*Creator and producer: Sam Gallu; executive producer: Leslie Harris; director: Bud Andrews; script written by Alan Sloane.*

## YOUR NUTRILITE RADIO THEATRE

NBC Radio's *Your Nutrilite Radio Theatre* was introduced Sept. 18 with a presentation titled "Berlin Interlude." The acting was uniformly excellent. It is to be regretted that the competent cast was handed a script that charitably could be called "strikingly unoriginal."

The story-line centers around a U. S. newspaper correspondent in Berlin who falls in love with a Russian girl who works for the Soviet embassy. She loves him too, but will not escape with him to the western world because she cannot believe that the Soviet government is a dishonest and ruthless one. Following one of his clandestine meetings with his sweetheart in East Berlin, the newspaperman is arrested and charged with espionage. He is given a trial and found guilty. . . .

This plot (or reasonable facsimile) has been on radio and tv all too often in the past. In the face of this handicap, commendable performances were turned in by the cast, headed by Frank Lovejoy as the American correspondent and Joan Banks as his sweetheart. Pat O'Brien serves as host for the series.

*Production cost: $5,200*
*Sponsor: Mytinger & Casselberry Inc., through Dan B. Miner Co., Los Angeles*
*Broadcast on NBC Radio, Sun., 5:05-6 p.m.*
*Producer-director: Fred R. Levings*

## YOU'LL NEVER GET RICH

ANY resemblance to *You'll Never Get Rich*, new CBS-TV Tuesday night comedy series starring Phil Silvers, and the Army is purely coincidental. The show is based on the antics of an army career man, M/Sgt. Bilko, and his buddies.

The always handy army theme is tried again without any noticeable change in the timeworn script used for so many years. In the first showing last Tuesday night Mr. Silvers was on the screen too much of the time with his stereotyped humor, which gets rather tiresome after 30 minutes. Harvey Lembeck, a proven comedian, was not given a chance to show his abilities, but was limited to playing straight man.

*Production Costs: Approximately $38,000*
*Sponsored alternately by R. J. Reynolds Tobacco Co., through William Esty Co., and Amana Refrigeration Inc., through Maury, Lee & Marshall, on CBS-TV, Tues., 8:30-9 p.m. EDT*
*Producer-Director: Nat Hiken; Camera Director: Al De Caprio; Supervisor of Production: Edward J. Montage; Announcer: Bern Bennett; Writer: Nat Hiken*

## WARNER BROS. PRESENTS CHEYENNE

CRITICS of television's alliance with the motion picture industry pointedly have remarked that the latter is capable of producing as much balderdash for tv as it has for the theatres.

There is evidence to support this charge in the first episode of the "Cheyenne" western series, one-third of the *Warner Bros. Presents* trilogy, which also includes series based on "Casablanca" and "King's Row," each carried on ABC-TV every third Tuesday.

There was a lot of "shoot-em-up" and wild Indians in the first episode of "Cheyenne" that might appeal to pre-school age youngsters. But does television have to make a special deal with motion pictures to obtain this type of film fare? It could, not illogically, be pointed out that a product of similar quality already has been available to tv in the past via "old movies."

Though no attempt was made by this reviewer to clock the time devoted to the Warner Bros. plug for its art department, ABC-TV said it amounted to seven minutes and eleven seconds. It seemed longer.

There is no quarrel with the acting. Clint Walker, in the title role, seemed a particularly fitting choice. The supporting cast was uniformly excellent. But, trite as it may seem, the play is still the thing.

*Production costs: $65,000*
*Sponsored alternately by Liggett & Myers Tobacco Co. through Cunningham & Walsh and Monsanto Chemical Co. through Needham, Louis & Brorby on ABC-TV, Tues., 7:30-8:30 p.m. EDT.*
*Host: Gig Young.*
*Director: Richard Bare; producer: Harve Foster; Music: William Lava*

# *each one is different*

The job to be done determines the design to do it. Like different pairs of shears, each quality television station is shaped to the job it must do — the need it fills — the market it serves.

For television stations, Harrington, Righter and Parsons' representation has special meaning. Our only concern — to interpret and sell the unique design of each quality television station we represent.

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*New York*
*Chicago*
*San Francisco*

television—the *only* medium we serve

| | |
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| *WAAM* | *Baltimore* |
| *WBEN-TV* | *Buffalo* |
| *WJRT* | *Flint* |
| *WFMY-TV* | *Greensboro* |
| *WTPA* | *Harrisburg* |
| *WDAF-TV* | *Kansas City* |
| *WHAS-TV* | *Louisville* |
| *WTMJ-TV* | *Milwaukee* |
| *WMTW* | *Mt. Washington* |
| *WSYR-TV* | *Syracuse* |

# W·GTO WRAPS UP

*Here's what you get all done up in the W.GTO package . . .*
Forty percent of the population of the entire state! Folks with a fair share of the profits: 40% of the effective buying income of all Florida. They spend it too, buying 40% of the food and 49% of the drugs and 41% of all general merchandise is sold from the *Gulf To Ocean—Gainesville To Okeechobee!*

Here too is where agriculture, second only to tourist trade produces a whopping 63% of the gross farm income. The table below shows how all this looks in dollars and cents.

## Market information

| | |
|---|---|
| *Population* | 1,384,000 |
| *Radio Homes* | 456,630 |
| *Effective Buying Income* | $1,869,606,000 |
| *Retail Sales* | 1,347,875,000 |
| *Food Sales* | 328,473,000 |
| *General Merchandise* | 133,811,000 |
| *Furniture-Household* | 75,230,000 |
| *Automotive Sales* | 255,985,000 |
| *Drug Sales* | 50,868,000 |
| *Gross Cash Farm Income* | 449,262,000 |

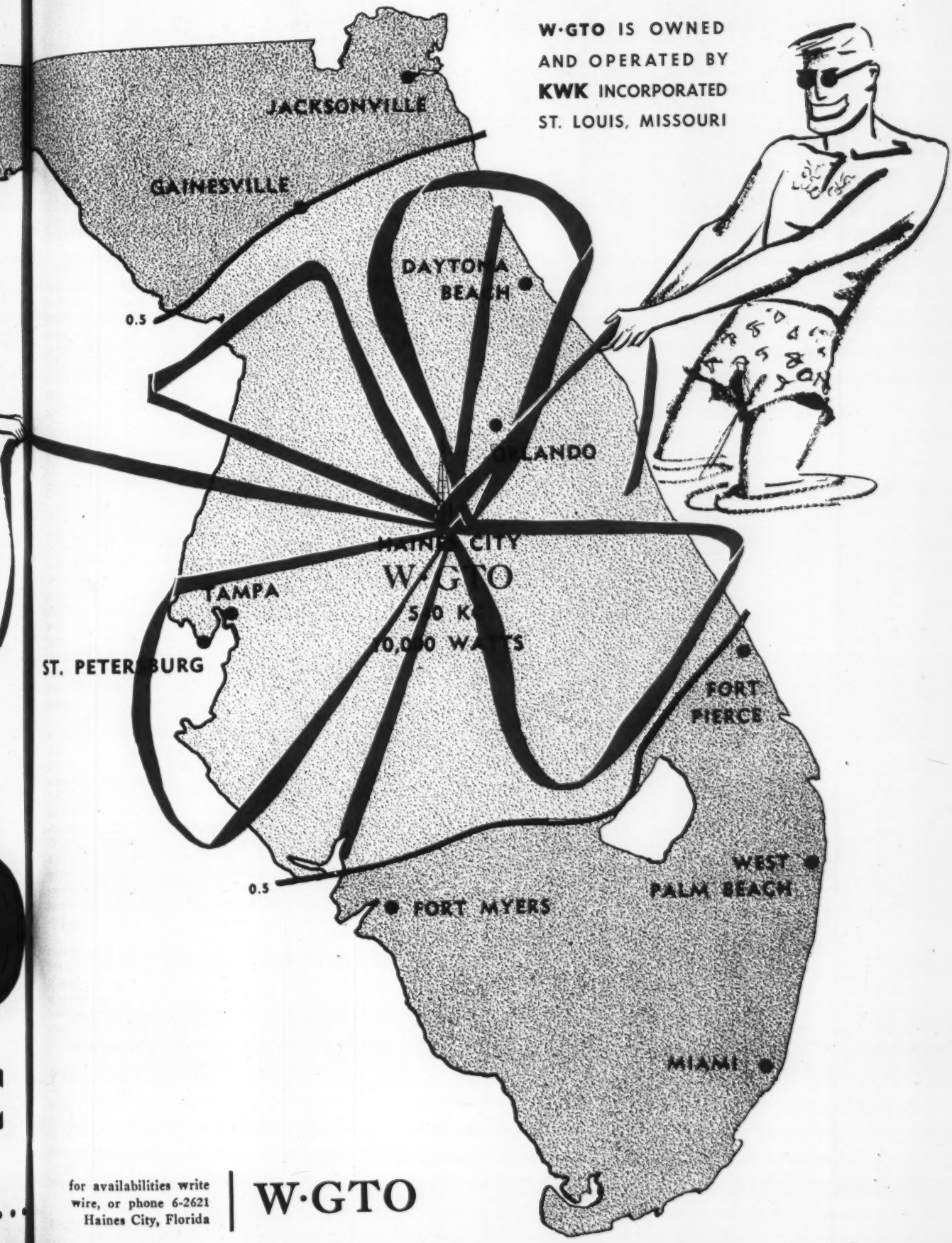
SOURCES: *Radio Homes, SRDS' 1955 "Consumer Markets"; All other categories, Sales Management's 1955 "Survey of Buying Power."*

# W·GTO

## 10,000 WATTS 540 KC

*from Gulf To Ocean·Gainesville To Okeechobee...*

# 27 FLORIDA MARKETS

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**W·GTO**

Add the Extras!

$300.

per WEEK for 13 WEEKS
(package of 12 per week)

Buys.

156
CLASS A One Minute - or
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Plus

26
Newspaper Ads
...at no extra cost!

Plus

2700
Direct Mail Pieces
...at no extra cost!

Plus

26
Taxiposters (1 Month)
...at no extra cost!

Plus

IN-STORE
and LOBBY
DISPLAYS
...at no extra cost!

THE Plus STATION of
Central New England

WWOR-TV

CHANNEL 14 Worcester, Mass.

REPRESENTED BY
Paul H. Raymer Co.

ABC — DUMONT

# our respects

to DAVID VAN DORN SUTTON

THE lean, hard years of the mid-depression, which deflected many bright young men from careers in the old-line professions, persuaded David Van Dorn Sutton, vice president of MCA-TV, to abandon law as a life-calling.

It was in 1935 that Mr. Sutton, fresh out of the U. of West Virginia Law School, decided that the time perhaps was not too propitious for a fledgling lawyer to hang out his shingle. An alert, articulate young man with a large reservoir of energy, Mr. Sutton felt that sales work offered the most attractive opportunity for self-development. He accepted a post as a salesman with the Reynolds Tobacco Co. and later switched to the Case Brass & Copper Co. In 1940 Mr. Sutton joined CBS-owned WBBM Chicago as a salesman.

His choice of sales work as a career, though dictated by necessity at the time, has been a fortunate one, as a perusal of Mr. Sutton's business "vital statistics" can substantiate. He rose gradually but steadily through a series of station and network executive posts until 1952, when he was appointed vice president of MCA-TV Film Ltd., the film division of the parent company, Music Corp. of America.

Born in Clarksburg, W. Va., on Jan. 3, 1912, Mr. Sutton is a tall, personable man who weighs his words carefully and exudes a quality of reflective caution. He prepared for the U. of West Virginia Law School at the U. of Virginia.

Following his basic training in broadcasting sales at WBBM, Mr. Sutton was transferred to New York in 1942 as eastern sales manager for that station. It was during this period that Mr. Sutton's career, like that of many other young men, took a hiatus for World War II. He served in the U. S. Marine Corps as a ground coordinator with a night fighter unit. His tour of service was at Quantico, San Francisco, Cherry Point, and in Texas. He modestly describes this as "one of the unglamorous wartime assignments." He was separated in 1946 with the rank of captain.

Upon his return to civilian life, Mr. Sutton accepted the position of general sales manager of KMOX St. Louis, also CBS-owned. In 1948 he returned to New York as an account executive with CBS Radio. A year later he was appointed general sales manager of CBS-TV and in 1951 was advanced to vice president in charge of sales for CBS-TV.

It was during those latter years with CBS-TV that Mr. Sutton's skill as a sales executive and administrator came to the fore. He is credited with having played a significant role in inducing sponsors to use such tv shows as *Studio One, Arthur Godfrey, Douglas Edwards with the News, See It Now,* and *What's My Line?*

The record compiled by Mr. Sutton at CBS-TV came to the attention of Taft Schreiber, executive vice president of MCA. In 1952, Mr. Schreiber asked him to join the company and head MCA-TV Ltd. as vice president. Last January he was elected to the board of directors.

As operating head of MCA-TV, Mr. Sutton directs the activities of some 75 salesmen, located in 22 offices in the U. S. and in five overseas branches. The company syndicates 28 properties and claims the distinction of being the world's largest distributors of tv films.

Some of the tv films distributed by MCA-TV are *City Detective, Soldiers of Fortune, Biff Baker, U.S.A., Abbott and Costello, I Am The Law, Man Behind the Badge,* and *Rocky Jones, Space Cadet,* among others.

Mr. Sutton believes that the growth of MCA-TV from small beginnings in 1950 can be attributed in large part to the company's policy of accepting for distribution programs that must match the quality of an outstanding network show. He observed that at the outset MCA-TV distributed products by the MCA-owned Revue Productions only, but later branched out to handle the output of such other organizations as Roland Reed Productions, Gross-Krasne Productions, Cosman Productions, Parsonnet Productions, Rawlin-Grant Productions and the William Esty Co., among others.

As an individual who has accumulated a background in both "live" and tv film, Mr. Sutton is in the enviable position of knowing the comparative merits of each form. He contends that "there is going to be room for both 'live' and filmed television." But he believes that the current trend will continue, with film presentations occupying more time on the air than "live" tv. It is Mr. Sutton's view that the needs of a particular advertiser will dictate which form he will use, with some advertisers requiring spontaneity of performance preferring "live" and others choosing film, perhaps because of marketing requirements.

From his Madison Ave. office Mr. Sutton directs the sales strategy for his salesmen in the field, but still is enthusiastic about personally clinching deals. Though much of his business is conducted on the telephone and on visits to New York agencies, he enjoys regular trips to branch offices to keep the men in the field briefed on latest developments.

Mr. Sutton married the former Louisa Powell of Wheeling, W. Va., in 1939. They have a 13-year-old daughter, Marlin. The Sutton family makes its home in Westport, Conn.

Mr. Sutton is a Mason and a member of the Weston (Conn.) Gun Club. His spare-time hobbies include boating and hunting. Recently, Mr. Sutton took up golf and for the moment prefers not to talk about his score.

# NOW A BASIC NBC-TV AFFILIATE

# KMJ·TV

**FRESNO, CALIFORNIA** **CHANNEL 24**

## more than ever -- the STRONG PULL station in the San Joaquin Valley

Added NBC shows give KMJ-TV programming more audience pull than ever — make this station a *better-than-ever-buy.*

KMJ-TV is this area's FIRST tv station in

**POWER** 447,000 watts

**RECEPTION** Viewer survey shows KMJ-TV reception is rated most satisfactory and snow free in the Fresno area

**COLOR** KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

*Paul H. Raymer, National Representative*

Admiration Coffee
Alcoa
Amalie Motor Oil
American Chicle Co.
American Dairy Assn.
American Home Products
American Liberty Oil Co.
American Petroleum Institute
American Snuff Co.
Anahist Co.
Art Instruction, Inc.
Bardahl Co.
Bendix
Bianton Co.
Blue Plate Foods
Borden Co.
Bristol-Myers
Brown Shoe Co.
Brylcreem
Buick
Bulova Watch Co.
Butternut Bread
Camels
Cameron Lumber Co.
Carnation Milk
Carter Products
CBS-Columbia
CDR Rotor
Chrysler Corp.
Coca-Cola
Colgate-Palmolive Co.
Continental Trailways
Converted Rice
Cook Paint & Varnish Co.
Crosley
DeSoto
Dodge
Doughnut Corp. of America
Dromedary Cake Mix
Dr. Pepper
Electric Companies
Elgin
Eveready
Evergreen Feeds
E-Z Pop
Falstaff Brewing Corp.
Fant Milling Co.
Fendrich Cigar Co.
Folger Coffee
Ford Dealers
Ford Motor Co.
Frigidaire
Fritos
General Electric
General Foods
General Mills
Godchaux Sugar
Grant Company
Griesidieck Bros.
Griffin Mfg. Co.
Gulf Oil Co.
Hazel Bishop
Helene Curtis
Holsum Bread
Humble Oil
Hutchinson Wax
ICT Corp.
Ideal Baking Co.
Imperial Sugar
International Shoe Co.
Jax Beer
Johnson & Johnson
Johnson's Wax
Kellogg
Kent Cigarettes
Kleenex
Knomark Mfg. Co.
Kools
Kuehne TV Towers
Lanolin Plus
Lee Optical Co.
Liggett & Myers
Lincoln-Mercury
Lion Oil

*These National Advertisers Have All Used the Sales Producing Services of KCMC-TV in 1955*

Louisiana State Rice

Lucky Strike

Magnolia Petroleum Co.

Mars Candy Co.

Maryland Club Coffee

Miles Laboratories

Mission Dry

Mogen David

Mrs. Tucker's Foods

Nehi Corporation

Nestle

Neuhoff Bros. Packers

Noxzema

O'Cedar

Old Gold

Pabst Brewing Co.

Pall Mall

Pan-Am Southern Corp.

Papermate Pen Co.

Pepsi-Cola

Pet Milk

Pharmaceuticals, Inc.

Philco Corp.

Philip Morris

Piggly Wiggly

Plymouth

Procter & Gamble

Puffin Biscuits

Ralston Purina

RCA

Revlon

Remington-Rand

Reynolds Metals

Richard Hudnut

Ronson

Schick

Schlitz Brewing Co.

Sears, Roebuck

Sheaffer Pen Co.

Singer Sewing Machine Co.

Smith-Kline & French

Southwestern Gas & Elec. Co.

Sunbeam

Tafon

Toni

Tootsie Rolls

Tums

U.S. Rubber Co.

U.S. Steel Corp.

Viceroy

Wax Paper Council

Weaver Products

Wesson Oil

Whitehall Pharmacal Co.

Wildroot

Winston Cigarettes

Wortz Biscuit Co.

Zerone & Zerex

# TV


. . . THE POWERHOUSE
OF THE SOUTHWEST . . .

Delivering A and B Coverage in Texas, Arkansas,
Louisiana and Oklahoma

CHANNEL
6
TEXARKANA, TEXAS-ARKANSAS
100,000 WATTS

KCMC-TV

CBS INTERCONNECTED ABC

REPRESENTED BY
Venard, Rintoul and McConnell, Inc.
Clyde Melville Co., Dallas • James S. Ayers Co., Atlanta
Walter M. Windsor, General Manager

"WE'RE NOT ORDER TAKERS
..WE'RE ORDER GETTERS"

PERSONALIZED SELLING
FOR A LIMITED LIST OF
STATIONS IS PAYING
OFF BIG, AT...

**BURKE-STUART COMPANY,** *Inc.*
*Radio and Television Station Representatives*

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

**WCFL**

***Chicago Radio's Lowest Cost Per Thousand***
***For Early Morning Minute Spots***

ART HELLYER SHOW . . . 7 TO 8:30 A.M.

*the switch is to* **WCFL** *the voice of labor*

50,000 WATTS • 1,000 ON THE DIAL

GEORGE HOMER PATTON

## on all accounts

RADIO AND TV are complementary advertising media and both "work like a charm," according to George Homer Patton, president and owner of his own Hollywood agency. "In this agency, the two are happily married," he says.

George Patton Adv. accounts include Angelus Trailer Co., which is planning a television campaign in its 11 western states area; California Central Airlines, a heavy regional radio user plus some tv; Gould Investment Co., local radio-tv; Las Vegas' Hotel Fabulous, regional radio-tv; Lindy's Mexican Food Products, exclusively regional tv; Pico Novelty Co., regional radio-tv for its Klic-Klak Blocks; Red Devil lighter fluid, local radio; Riviera Sofa Bed Co., regional radio-tv; Dr. S. M. Sassone D. C., local radio-tv; Sentinel Television Appliances Co. (distributor), almost exclusively tv on regional basis; Western Lands, Las Vegas development firm, largely regional tv but also some radio; Willow Springs Road Racing Assn., local radio-tv, and Zell Mills Radio & Television Appliances Co., exclusively local tv.

Perhaps one of the few Los Angeles advertising men who can walk into any of the seven tv stations in town and immediately know the majority of production people, Mr. Patton still visits stations each week and does spots to keep in trim.

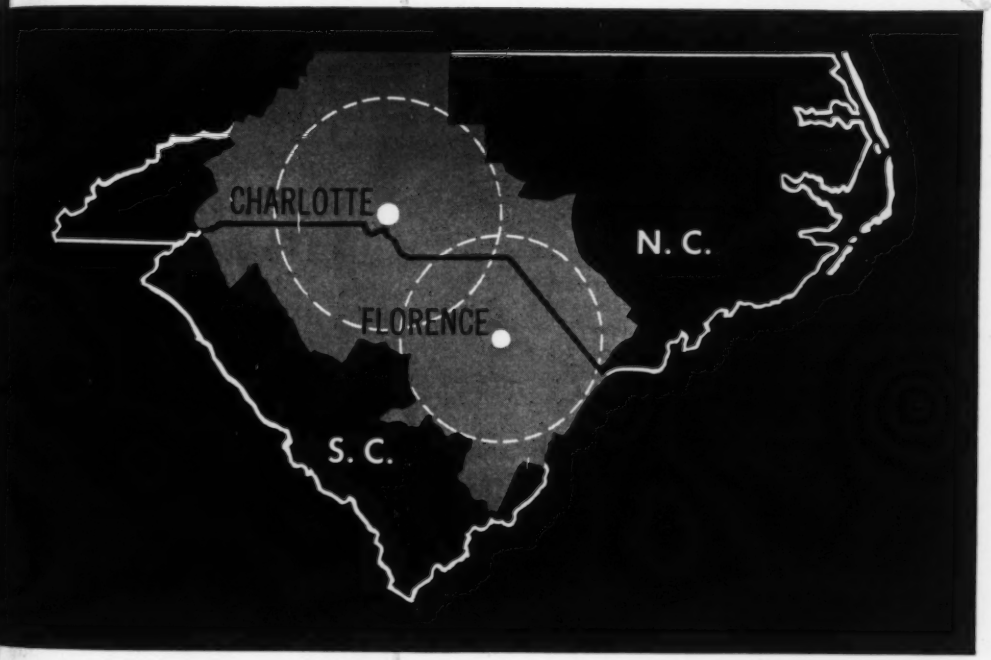
In television's early days there, Mr. Patton worked at the stations "for free" in the evenings just for the experience.

Born Christmas Day 1913 at Grove City, Pa., Mr. Patton was just a "small town boy" until he went to New York in 1938 to "see the big city and bright lights." He had received his B.S. in commerce and economics from Grove City College that year and was eager to break into advertising. He didn't make it. But with Pearl Harbor, he volunteered for the Navy, became an ensign and was assigned to public relations for the Seabees at San Francisco. There he produced radio shows for domestic use, OWI and AFRA, as well as general publicity. When he left as a full lieutenant in 1945, he had his "advertising" experience.

In the following years he circulated among various Los Angeles advertising agencies doing general account work. In 1951 he made the break and formed his own agency.

His wife, Lyn Jane, is active in the agency. They live "in the valley" at Sherman Oaks, Calif., with George Jr., 12, Mary Elizabeth, 9, and a swimming pool. A community conscious person, Mr. Patton serves on the Sherman Oaks Boy Scout Troop Council. His principal hobby is color photography—under water.

NOW one PACKAGE DISCOUNT for two great area stations




WBTV CHARLOTTE
Channel 3 Top Power

WBTW FLORENCE, S. C.
Channel 8 Top Power

*and you get . . .* DOMINANCE DOUBLED IN THE CAROLINAS

One package discount now gives your product special delivery to one of the nation's top 10 TV markets! Advertisers earn 15% discount on WBTW *in addition to regular discounts*—by combining top-power WBTV and WBTW.

The buying habits of more than 50% of all Carolinians are directly influenced by these two great area stations. That's 3,375,000 Carolinians with $3½ billion in effective buying power . . . over $2½ billion in retail sales!

Here's a package of sales power, wrapped and ready to work for you. Place your order with WBTV, WBTW or CBS Television Spot Sales.

JEFFERSON STANDARD BROADCASTING COMPANY

pay less
to sell the
SOUTH BEND
MARKET—

America's 5th richest*

Class "A" time rate comparison among South Bend area stations

| | WSJV | Station B | Station C |
|---|---|---|---|
| 1 hour | $300.00 | $500.00 | $400.00 |
| ½ hour | $180.00 | $300.00 | $240.00 |
| 5 min. | $ 90.00 | $125.00 | $100.00 |
| Effective Radiated Power | 250,000 watts | 185,000 watts | 204,000 watts |

*Source: 1955 Sales Management Survey of Buying Power

Average per family income in the South Bend Market is $6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation. WSJV-TV reaches 208,000 UHF sets in this billion dollar market—*with broader coverage at substantially lower rates than any TV station in the area.*

WSJV-TV

ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., President
PAUL C. BRINES, General Manager

Your Growth Network Station
Serving
South Bend-Elkhart
Northern Indiana
Southern Michigan

For availabilities see your
H-R TELEVISION MAN
National Representatives

## OPEN MIKE

### Radio '55

EDITOR:

KINDLY SEND US SOON AS POSSIBLE TEN COPIES OF SEPT. 19 ISSUE OF B•T.

*Ted Hills, Mgr.*
*KXYZ Houston, Tex.*

EDITOR:

PLEASE SHIP IMMEDIATELY TEN COPIES ISSUE SEPT. 19 AND BILL US ACCORDINGLY.

*Barbara Young, Pub. Dir.*
*WSUN St. Petersburg, Fla.*

EDITOR:

The Sept. 19 issue of B•T is great!

Your complete treatment of the state of radio today makes quite a story—a success story that can't be overlooked.

*Hollis M. Seavey, Dir.*
*Clear Channel Bcstg. Service*
*Washington, D. C.*

EDITOR:

For over 10 years I have enjoyed reading B•T, but your special [Sept. 19] report on Radio in 1955 is perhaps the best issue yet.

It was terrific, especially your article on "Pants, Peaches, Pontiacs."

Please send 25 reprints of this fine article.

*Grady Cooper Jr., Gen. Mgr.*
*WSFB Quitman, Ga.*

### Radio's Help Wanted

EDITOR:

May I take this occasion to offer my most heartfelt thanks to the radio and television industries for the tremendous contributions they have made to the cause of civil defense in America. . . .

Outstanding among these efforts is the generous investment by the American broadcasting industry of technical advice, time and money in the Conelrad system of emergency broadcasting which, in the event of attack, would make it possible for use to get vital instructions to people while denying enemy navigators the benefit of a homing signal.

In recent months, newly discovered capabilities of nuclear weapons have forced added problems and complexities upon us which have made the role of Conelrad even more vitally important to our national safety. As a result we will be compelled, in the days ahead, to devise methods for further strengthening and expanding the facilities of this invaluable disaster lifeline.

To accomplish this task, we will require the assistance and cooperation of the best brains and skill in radio. I am confident that, as in the past, this will be forthcoming from the industry in a generous manner.

*Val Peterson, Administrator*
*Federal Civil Defense Administration*
*Battle Creek, Mich.*

### C&W is L&M Agency

EDITOR:

For more years than I can remember, I have always looked to B•T as the watchword of accuracy in the trade magazine field. In the light of this, you can understand my real surprise on seeing the article on page 39 of your issue of Sept. 12.

As you know, this company and its predecessor company have represented the Liggett & Myers Tobacco Co. for over 30 years, which I am sure is one of the longest client-agency associations in the tobacco industry.

*Jerome Feniger*
*Cunningham & Walsh*
*New York*

**[EDITOR'S NOTE: The item referred to by Mr. Feniger inexplicably and inexcusably identified the Liggett & Myers Tobacco Co. agency as Lennen & Newell.]**

### Broker's Beef

EDITOR:

Honestly, we sell radio and tv stations, too. Three in the issue in which your fine article on brokers appeared [B•T, Sept. 19]: KBAK at Bakersfield, Calif.; WJNC at Jacksonville, N. C.; KCBQ at San Diego, and many, many others . . . and we maintain three offices . . . and our gross sales are hitting close to $2 million for the year . . . so you see we are very much in the business.

*Jack L. Stoll,*
*Jack L. Stoll & Assoc.*
*Los Angeles*

**[EDITOR'S NOTE: B•T agrees that Jack L. Stoll & Assoc. is very much in the station brokerage business. The article on radio station sales named a few firms as examples of station brokers but did not claim that this was an inclusive list.]**

### Auto Admiration

. . . For quite some time we have used your fine publication for information about television stations and television people. And we continue to admire the thorough, lively research job that must be required to keep your data so accurately fresh. . . .

*Tom Marker, Manager*
*Motion Picture Activities*
*Chrysler Corp., Detroit*

### Carnegie Scholars

EDITOR:

B•T is to be congratulated for its insight in calling the shots in the editorial about the sudden era of friendly coexistence between the Russians and the West and what this could mean to the Voice of America ["What's Past *Could Be* Prologue" [B•T, Sept. 5].

It wasn't more than a couple of days later that the esteemed Sen. Malone of Nevada, after a brief visit to Moscow, including a sidewalk poll of a handful of Muscovites—through an interpreter, issued a statement saying, in effect, "The Russians love their leaders; there is no chance of overthrowing the Kremlin; we should save our money, stop our propaganda and do away with the Voice of America. . . ."

Right now Sen. Malone might better stop being an overnight expert. Instead, he might put more trust in the thinking of the experts who have spent 20 and 30 years in the specialized work of combatting Communism. . . .

Some of those experts helped devise the techniques and themes for the VOA, RFE [Radio Free Europe] and RL [Radio Liberation] that were so effective as to make the Russians jam their transmitters. Why, I ask, if this propaganda was so ineffectual, are the Russians spending so much money and manpower and equipment to keep it from reaching the Russian people?

It's my hunch that the VOA, RFE and RL had a lot to do with the Russians suddenly acting and talking as if they had taken lessons from Dale Carnegie.

*M. S. Novik, Radio Consultant*
*New York*

# on our 6th anniversary... another colorful FIRST!

KMTV Chief Engineer, Ray Schroeder, with KMTV's new RCA color television camera.

KMTV, Omaha, starts its 7th year with the announcement that it is now equipped to televise local studio shows and film programs in *full color.* With the installation of special color TV equipment, KMTV now becomes the first TV station in its section of the Middle West to telecast live programs right from its own studios in *full color.* KMTV has been televising color network programs in full color since December of 1953, and will carry a greatly expanded schedule of color programs this fall.

The new color facilities of KMTV represent a tremendous achievement. Out of the 461 television stations now on the air in the United States, KMTV becomes the 15th to televise local studio programs in *color* . . . and the 42nd station in the nation to telecast local films, slides and movies in *full color.*

So whether you want your product advertised in full color — or in black-and-white — KMTV is equipped to give you the finest facilities and services in Omaha — one of the nation's fastest growing markets. It's another colorful first for KMTV and KMTV advertisers—and another reason why — in Omaha, the place to be — is Channel 3.

TELEVISION CENTER KMTV CHANNEL 3 MAY BROADCASTING CO.

CBS-TV
ABC-TV
OMAHA

Represented by
Edward Petry & Co., Inc.

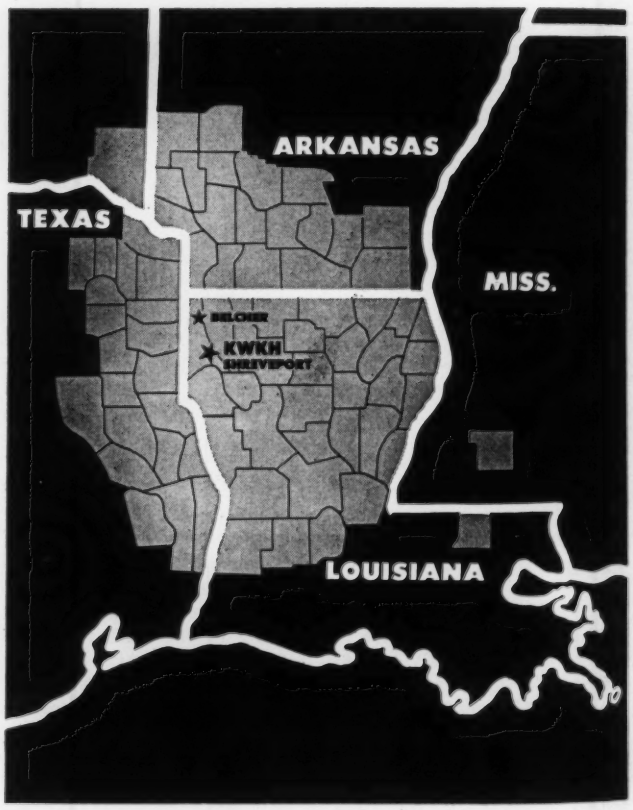
# KWKH SHREVEPORT

## IS BIG NOISE IN *Belcher,* TOO!

KWKH's daytime SAMS area covers 80 counties . . . *hundreds* of towns and villages like *Belcher,* Louisiana (pop. 260). And oh, how we whet their appetites for KWKH programming!

Latest Hoopers show that KWKH is preferred over the second station in Metropolitan Shreveport—*morning, noon* and *night*—up to 104%!

In *listeners per dollar* KWKH outstrips the next-best Shreveport station by 89.4%. Get all the facts from The Branham Company.




Nearly 2 million people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma and New Mexico not shown on map.)

**KWKH**

*A Shreveport Times Station*

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

**50,000 Watts • CBS Radio**

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

September 26, 1955 Vol. 49, No. 13

# NEW TWIST TO THE TANGLE: FORGET U'S, ADD V'S—LEE

**Commissioner recommends the FCC give up on uhf, expand vhf service by relaxing rules and getting more spectrum. Meanwhile, NBC's first u gets approval, a Cuban broadcaster says Miami doesn't interfere, and professional broadcasting engineers meet in Washington to go over the whole uhf-vhf dilemma.**

WITH the FCC on the eve of rolling up its sleeves to tackle the uhf-vhf antipasto, Comr. Robert E. Lee last week tossed in the latest, and what could be the spiciest, ingredient:

Give up on uhf; get more vhf channels through relaxing separation factors, moving other services out of the vhf band.

But even as Comr. Lee made his blunt and dramatic proposal, the Commission:

• Granted NBC the right to buy ch. 17 WBUF-TV Buffalo for $312,500.

• Broadcaster A. H. Barletta Jr. of Cuba told the FCC there were no problems with interference between Miami stations and Havana stations.

• The Professional Group on Broadcast Transmission Systems of the Institute of Radio Engineers heard words both of encouragement and of pessimism about the possibility of solving the uhf-vhf dilemma.

The Commission is scheduled to begin formally considering the uhf-vhf problem next Monday (Oct. 3). It has before it petitions to de-intermix selected cities, to relax standards to permit additional vhf channels to be dropped in between existing vhf tv stations, to revise the present allocation principles, and recommendations that uhf be succored from its current economic plight through a public engineering conference.

Just when the Commission may arrive at a solution is anybody's guess. It is no secret that there is no unanimity on the steps to be taken.

## LEE'S WAY OUT

UHF doesn't measure up.

Therefore, the best thing for tv is to squeeze additional vhf channels out of existing spectrum allocations and at the same time lower separation factors.

These are FCC Comr. Robert E. Lee's blunt suggestions for the resolution of the current uhf-vhf impasse. He made the recommendations at the first NARTB regional conference in Chicago last week.

Reaction was immediate. Most vociferous were the objectors. There were some voices raised in favor of Mr. Lee's approach.

In essence, Mr. Lee proffered two plans.

First, he recommended a long range move to pre-empt for tv a block of vhf frequencies running from 60 to 342 mc. This involves moving military, government, public and safety services to areas above 342 mc. Mr. Lee first made this suggestion at the NARTB convention in Washington last May.

Secondly, Mr. Lee said, give tv seven additional channels in the immediate future by using the 132-174 mc band. This is now occupied by military and government agencies, but is mostly used by amateurs, maritime, industrial, public safety, transportation and domestic services. Mr. Lee suggested that these users be given space above 500 mc (see condensation of Mr. Lee's speech on next page).

For the immediate present, Mr. Lee plumped hard for the relaxation of the mileage separations required under existing FCC regulations.

Present regulations call for Zone I vhf stations to be 170 miles apart, Zone II 190 miles apart, and Zone III 220 miles apart.

Mr. Lee recommended that these be changed as follows: Zone I, 100-200 miles; Zone II, 120-135 miles, and Zone III, 135-150 miles.

Zone I includes the densely populated northeast, middle Atlantic and north central states. Zone II is the remainder of the country except for the Gulf area which is Zone III.

The mileage criterion was one of the key decisions made when the FCC lifted its four-year-long freeze on tv applications in April 1952. These were fixed to accommodate the population density of Zone I, the more open areas of Zone II and the errant propagation characteristics of radio waves in Zone III.

Mr. Lee also called on the Commission to authorize the use of directional antennas, reverse polarization and the maximum utilization of carrier offset.

Directional antennas have the effect of confining a broadcast signal mostly in one direction. This protects a co-channel station from interference if it is on the side which has been limited, and thus permits closer spacing.

Telecast signals today are horizontally polarized—i.e., they are transmitted so that their plane is horizontal to the earth. Closer spacing should be possible, it is held, if horizontal signals are broadcast by one station and vertical signals by another. By decreasing the areas of interference, this would permit two stations on the same frequency to be located closer together than if all-horizontal.

Under present regulations, tv stations must offset their carriers with other co-channel stations. This means that where one station is on one carrier, other stations are 10 kc above or below the same carrier.

In discussing this latest plan, Mr. Lee warned that fm should not be moved from its present position (88-108 mc) in the spectrum.

He also spoke against forcing any revisions in present vhf tv stations and declared that present uhf grantees should be favored in any hearings that might result from the opening up of new vhf channels.

Comr. Lee did not advocate abolishing all uhf television. Where it has been successful, keep it, he said.

The consensus of those opposed to this approach to solve the uhf-vhf problem took the view that Mr. Lee's recommendations would result in a "restricted" service. They also expressed their belief that tv could not be a national competitive service without uhf—that there were just not enough vhf channels to go around, at least not soon enough. They felt that it would be long years before it would be possible to move other services out of the vhf portion of the spectrum. This was, they said, because such a move would require coordination of many government agencies, and possible Congressional action as well. And they pointed out, an all-vhf tv system would serve populated areas, but would deny local expression to small town communities.

Many objectors to the Lee approach feared that cutting back on separations would result in the re-emergence of the interference problems that brought on the 1948 tv freeze. The 1948-52 tv ice age resulted from intolerable

### THE TASK TO TACKLE

THESE are the topics facing the FCC when it buckles down to serious consideration of the plight of uhf next week:

- De-intermixture and vhf drop-in petitions.
- Relaxation of mileage separations.
- Use of directional antennas and low power.
- Final action on proposed rule-making to construct tv stations' transmitter sites to within five miles of the boundary of the principal city.
- Use of boosters to fill out uhf service areas.
- Use of privately-owned intercity relays to aid small market stations in getting network programs economically.
- Petitions to delete educational reservations.
- Final action on the proposed rule-making to permit uhf stations to radiate 5 million watts.

The Commission already has taken some steps to alleviate the uhf predicament. These are (1) permission to use 100 w and no antenna minimum, (2) operate stations with no local programming (satellite operation), (3) prohibition for a station to sign an exclusive territorial agreement with a network, (4) liberalization of the multiple ownership rule, permitting one entity to own up to seven stations, not more than five of them in the vhf band.

# LEE PROPOSES VHF DROP-INS

*Here is a condensed text of FCC Comr. Robert E. Lee's speech at the NARTB regional conference in Chicago last week, advocating creation of more vhf assignments by reducing mileage separations and using directional antennas:*

I have spent a large part of our summer recess in trying to familiarize myself with the relative merits of u and v television operation. I have visited some mixed markets. I have talked to advertisers, agency men, repairmen and just people. I have made some test measurements and I have read again in great detail the Commission's Sixth Report and Order.

I have reached the conclusion that the vhf portion of the spectrum is a superior service. My reasons are these:

1. The original investment in the u is higher. Original transmitter difficulties were encountered and in an effort to obtain comparable coverage to the v, higher powers are utilized, so its economic base is much higher than the v.

2. The use of higher power has not equalized coverage. The u will generally get as good and frequently a better picture in the immediate community it serves, but it tends to deteriorate rapidly at relatively short distances. Irregular terrain and other types of obstruction create greater problems of reflection, attenuation and other propagation phenomena in the higher portion of the spectrum.

3. Another serious problem is receiver incompatibility, where the set owner must not only make additional investment in the receiver but frequently in a special costly antenna system and increased maintenance costs in order to get u programs. The u receiver is also more critical in maintaining a stable signal; "drift," "snow," and "fading" increase as we go higher in the spectrum.

4. Reluctance of the networks to affiliate with a u where a v is available is a logical business judgment which we all appreciate.

5. The man behind the industry, mainly the advertiser, has a reluctance to utilize a u. The agency is investing its client's money and as such is interested in the greater circulation at the lowest cost.

Having made this appraisal, I conclude that the most logical approach is to secure the greatest number of allocations in the vhf portion of the spectrum. This is more easily said than done.

### With Reallocation, Space For All

I have urged before, and I urge again, that the radio spectrum be reallocated among its various users on a more logical basis. I believe that there is space for all, and that this opinion will be confirmed by a thorough study which, I hope, will be initiated at an early date. This is, however, a long-range overall approach whereas the need for additional usable allocations is now. Hence we must of necessity look elsewhere.

I trust that the Commission will consider action leading to conferences with the Department of Defense, other appropriate government agencies and private industry with the view to re-allocating the spectrum between 108 and 890 mc whereby an equitable exchange of uhf channels for additional vhf television channels can benefit all concerned.

I am not unmindful of the fact that this is not easy. Substantial sums are invested in equipment operated by the government in that part of the spectrum which would require congressional appropriations to replace, but I have confidence that the Congress would welcome an adjustment that would more efficiently utilize a valuable natural resource and, at the same time, bring about a truly competitive nationwide television service. This would be in the interest of defense through strengthened economy.

The best engineering advice that I have been able to obtain indicates that such a conversion would have to be accomplished on a piecemeal basis. It might possibly start with the band from 132 to 174 mc, a good portion of which could be relinquished by the present users within a relatively short time. I believe that an investigation of the present use of this portion of the spectrum will confirm that current users could be shifted to 500 mc and higher. With the exception of 4 mc, which is allocated for amateur use, the 132-152 portion is allocated exclusively to the military. The 152-162 mc portion is used extensively by land mobile services. 162-174 mc portion is allocated to non-military federal agencies. With the exception of the maritime mobile band centered around 156.8 mc, which might require international concurrence, all of these operations might well be shifted to 500 mc or above.

The fm broadcaster should be assured of the retention of his channels which are the subject of many, many covetous eyes. I would not, under current conditions, disturb the fm allocations even though maximum use of these assignments is not being made.

With the acquisition of additional vhf channels, valuable uhf space could be relinquished by the FCC for assignment to the Safety and Special Radio Services, and to military and other governmental uses.

I repeat, however, that the time element in this situation gives me serious concern. The immediate problem cries for solution now and I must confess that I know of no panacea that will satisfy everyone.

In view of this, I sincerely hope that the Commission will give very serious consideration to the possibility of relaxing the existing tv separation rules now in effect with a view to creating additional stations in the vhf band in markets that will support them. I say this with some conviction since I have spent considerable time in exploring this possibility.

I have been unable to find that the existing separations were based on any precise measurements but, on the contrary, were somewhat arbitrary in light of the meager data then available. As I said, the Sixth Report indicated that these separations should be examined as additional data becomes available. I think that the time has arrived to do just that.

I am likewise impressed with the fact that the calculations then made included safeguards that time and experience have proved unnecessary. Therefore, the question of interference is probably exaggerated and many additional stations, especially if they were carefully located and properly engineered, would create less interference than that permitted under the present rules.

### Reduced Separation, Directional Antennas

Since the purpose of my suggestions is to provide additional vhf allocations in areas where primary or additional service is needed, as well as give as many existing uhf stations as possible an opportunity to convert to vhf operation, I recommend consideration be given to the following as a starting point:

Reduction of the minimum required separations in Zone I to 100 to 120 miles, Zone II 120 to 135 miles and Zone III 135 to 150 miles, with permission to use directional antennas with front to back ratios as high as 20 db, reversed antenna polarization where necessary, maximum use of offset carrier technique with appropriate antenna heights and powers, under a strict provision that in no circumstance should the interference exceed that allowed in Section 3.612 of the Rules.

In this same connection, we cannot overlook the improvement in receiving antennas and the knowledge gained from experience by the average tv set owner in their use.

Having previously concluded that the v is superior to the u, I now suggest considering the possibility of creating another tv service in the v band, something less desirable than the existing service but more desirable than the existing u service. It would eliminate the most serious disadvantage of the u, namely, receiver incompatibility.

I would not suggest curtailing the height or power of any existing or prospective station whose application is now pending. I would also like to find some way of giving preference in the assignment of v channels to existing operators in the u band. I have not fully explored the legal question of whether or not it would be possible to do this without a hearing but, speaking as 14% of the Commission, I would give great weight, other things being equal in a comparative hearing, to the operator who pioneered and made an honest attempt to serve the public interest with his u allocation.

This is not to say that this particular approach would abandon the u where it is working out well. I would like to see it continue where it is economically feasible to do so, since we cannot foresee what the years ahead will develop.

Additional secondary v's would provide a local service in the larger markets now dominated by the networks. In this connection, in my travels around the country I went behind the scenes of the broadcasting industry and talked to the advertisers. I came away with the conviction that advertisers would support a low-power local independent tv station with advertising dollars not now being spent in any media. In other words, advertising budgets would be materially increased since it is apparent that there are sources of revenue not now being tapped.

A business in a community manufacturing a product for national consumption has an interest in that community above and beyond direct sales campaigns. For example, a public utility might like to have a public service program on the air on a particular hour each week over the years. The public utility would not put this on a network station since it would not know when the program would be pre-empted. If the independent station is a u there is a natural reluctance to buying it because of the conversion problem. The advertiser wants a fair opportunity to compete for the listener's ear.

interference between stations too close to each other.

Strong support for Comr. Lee's proposals came from other elements. These held that the uhf-vhf situation was too raveled for anything but strong medicine. The plight of uhf, they said, was not only technical, but also economic and until there was one contiguous band for tv, there could be no solution.

Comr. Lee's plan is the latest in a series of suggestions made by commissioners and industry spokesmen for the solution of the uhf-vhf situation.

Not long ago, Comr. Rosel H. Hyde called on the Commission to take a broad, policy-determining look at the tv allocations principles. He asked for a careful analysis to determine whether some changes should not be made to permit more vhf stations. But Comr. Hyde predicated his recommendation on the continued use of uhf. He also expressed the belief that the allocations should be based more realistically on economic considerations, market by market.

Comr. John C. Doerfer is another who has spoken on the uhf-vhf problem. He recommended that major metropolitan cities like New York, Chicago, and Los Angeles be made all uhf cities. This was made formally at an official FCC meeting.

Submitted to the FCC last month was a plan evolved by Washington consulting engineer John H. Mullaney and the Washington law firm of Welch, Mott & Morgan. This goes on the assumption that the FCC should permit vhf "shoe-ins" if they do not cause more interference to existing stations than would be true if all stations were exactly the required mileage distance from each other as called for in the regulations.

Petitions to de-intermix markets which are allocated both vhf and uhf channels have been pending before the FCC for many months. At the present time, the Commission has under formal review five such petitions, concerning Albany, N. Y.; Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill. A dozen more have been filed with the Commission. One of these involves Miami, Fla. (see separate story, this page).

Two top level engineering committees also are looking into the allocation picture. The Joint Technical Advisory Committee has recommended that the entire spectrum be reviewed for more efficient use. A group of industry and outside engineers has been established by the Senate Commerce Committee to review the tv allocations and to suggest an answer to the uhf-vhf problem.

## NBC GETS FIRST U

SALE of ch. 17 WBUF-TV Buffalo, N. Y., to NBC for $312,500, pending before the FCC since spring, was approved by the Commission last week.

Comr. Robert T. Bartley dissented. Comr. Richard A. Mack abstained.

In addition to approving the sale of the uhf station to NBC—that network's first—the FCC also agreed to permit the station to boost its power from 148 kw to 398 kw.

WBUF-TV began operating in 1953 and is affiliated with ABC. WGR-TV Buffalo, on ch. 2, is the present NBC affiliate in Buffalo.

The WBUF-TV sale was approved after WGR-TV objected to the change in ownership, and after the FCC raised questions of concentration of control, monopoly, and current Justice Dept. suit against NBC's parent company, RCA, for alleged patent antitrust violations.

NBC's second uhf purchase, the $600,000 buy of ch. 30 WKNB-TV and WKNB New Britain, Conn., is still pending FCC approval. Questions regarding overlap between WKNB-TV and NBC-owned WRCA-TV New York have been raised. Objecting to the New Britain purchase are ch. 8 WNHC-TV New Haven and ch. 53 WATR-TV Waterbury, Conn.

An application for FCC approval of NBC's switch with Westinghouse Broadcasting Co., by which NBC acquires KYW and WPTZ (TV) Philadelphia from WBC, in exchange for NBC's WTAM-AM-FM and WNBK (TV) Cleveland and $3 million also is still pending FCC approval. This transfer has been protested by ch. 9 WSTV-TV Steubenville, Ohio.

With the acquisition of the Buffalo station, NBC now owns six tv stations. The others, in addition to the New York City flagship and the Cleveland station, are WRC-TV Washington, WNBQ (TV) Chicago, and KRCA (TV) Los Angeles.

Also still pending FCC approval is CBS' $650,000 purchase of WGTH and ch. 18 WGTH-TV Hartford, Conn.

Comr. Bartley's dissent was on the ground that the grant was not in the public interest because there was still an available, unsought uhf channel in Buffalo. This is ch. 59.

NBC said Wednesday that construction would begin soon on a new studio building and transmitter in a major expansion planned for the station.

NBC said that a strong local program schedule and a certain number of NBC programs would be carried until next August when the full network schedule would be on the station. NBC's affiliation agreement with ch. 2 WGR-TV expires in August.

## MIAMI-CUBA SNARL

TALK about dangerous clashes between Miami's vhf station and those in Havana just isn't correct, A. H. Barletta Jr., vice president of Havana's *El Mundo* (CMA-TV Havana, ch. 2) told B•T last week. He declared that up to the present moment CMA-TV has experienced no trouble from Miami's educational ch. 2 station WTHS-TV.

WTHS-TV began operating Aug. 12 from the Everglades Hotel in downtown Miami. It radiates 9.55 kw from its 280 ft. above average terrain antenna. It has been operating for 90 minutes a day, plans to go to five hours a day soon.

Mr. Barletta's letter to B•T (see text, this page) was in response to an earlier missive to B•T from Goar Mestre, Cuban radio-tv impresario, relating what he said were the interference problems between ch. 4 WTVJ (TV) Miami and ch. 4 CMUR-TV Havana [B•T, Sept. 5]. Mr. Mestre owns ch. 7 CMQ-TV Havana.

Mr. Mestre expressed his anxiety about the potential interference that might be caused other American and Cuban stations in the Florida Straits area. He urged that Miami be de-intermixed.

Miami's chs. 7 and 10 have yet to be granted. Biscayne Television Inc. (a combination of Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president) was favored for ch. 7 and WKAT Miami for ch. 10 in initial decisions for those frequencies.

Storer Broadcasting Co., owner of ch. 23 WGBS-TV Miami, has asked the FCC to de-intermix Miami, leaving operating ch. 4 WTVJ untouched. This has been opposed vigorously by the Miami vhf applicants.

Mr. Barletta said that the only interference between Miami and Havana resulted from "freak receptions" due to the peculiar atmospheric conditions in the Gulf Zone.

"Since these signals have been only rare occurrences I believe that any request at present on the part of some local interests to oblige Miami stations to go uhf is not in the spirit of friendly Cuban-American relations," Mr. Barletta wrote.

He also called attention to the fact that CMA-TV is using a directional antenna to cut radiation of his ch. 2 station toward the United States.

Argument on Storer's request for an injunction to prevent the FCC from deciding the vhf cases in Miami before it acts on Storer's petition to de-intermix was scheduled to be heard in the U. S. Court of Appeals in Washington last Thursday. It was postponed at Storer's request to Oct. 6.

*COMPLETE letter on the subject of Miami-Havana alleged tv interference sent to B•T by A. H. Barletta Jr., vice president of Havana's* El Mundo *(CMA-TV on ch. 2), is as follows:*

We have read with interest the article published in your magazine on Sept. 5, 1955, entitled "Cuba Claims Tv Interference; Wants All Uhf in Miami," and should like to write you at the request of our associate company Telemundo, S. A., which operates ch. 2 in Havana, and is presently constructing a six station network which will cover the entire island of Cuba (Matanzas ch. 11; Santa Clara ch. 8; Jatibonico ch. 12; Camaguey ch. 9; Victoria de las Tunas ch. 13, and Santiago de Cuba ch. 7). I can assure you that not all Havana television channel owners wish to force Miami to go uhf as the title and general tones of the letter suggests.

In the interest of learning the complete story of the supposed problem of Miami interference in Havana, we consulted the technical departments of Telemundo, and have been informed that up to the present moment it in no way constitutes a serious situation in Havana in spite of the fact that ch. 2 (Miami) has been on the air since Aug. 1.

The only signals Havana has received have come from freak receptions when the peculiar atmosphere conditions have existed to permit them. But this has occurred usually when our local stations are not transmitting and they have come not only from Miami but from other distant sections of the country.

Since these signals have been only rare occurrences I believe that any request at present on the part of some local interest to oblige Miami stations to go uhf is not in the spirit of friendly Cuban-American relations.

The name of the Cuban Assn. of Radio and Television Broadcasters has been invoked, but we should like to point out the fact that neither Telemundo ch. 2, nor CMTV ch. 11, Havana, is a member of this organization, so that any suggestions made to the Cuban Minister of Communications have been passed on without consultation or approval from these two channels. (ch. 11 is now in the process of changing to ch. 10.)

We are at a loss as to the motives in requesting that Miami stations move to uhf since, as we stated before, up to the present time neither ch. 2 nor ch. 11 in Havana have experienced any difficulties with interference from Miami.

Should interference arise in the future, especially in other provinces closer to the mainland, other solutions may be found possibly using directional antennae.

With these difficulties in mind, ch. 2 Havana had installed and operates a super-gain directional antenna with a proper location which causes no U. S. interference.

# FIVE HELPS FOR SPOT RADIO

## AS SPELLED OUT TO NARTB BY BBDO VICE PRESIDENT ANDERSON

*BBDO enjoys wide recognition as the strongest supporter of spot radio as well as the biggest buyer of spot time. Robert E. Anderson, BBDO vice president, feels radio is derelict in failing to land a larger share of automotive advertising and he minced no words in telling the NARTB regional meeting in Chicago in a Monday luncheon address what he thought about the matter.*

WHEN John Meagher invited me to talk, he may have been impressed by the fact that BBDO has been for almost 20 years the strongest supporter and biggest agency buyer of spot radio. Our spot billing in 1955 will exceed 1954. We have one man in our media department whose only responsibility is to needle account executives into considering spot radio for about 50 clients.

Actually, I believe Mr. Meagher wanted me to talk as a representative of the automotive advertising fraternity. I will do that. But I must confess that it is difficult to talk about *automotive* radio advertising without talking about spot radio in general.

To get this subject started off on a factual basis, let's cite a few figures. Now I know you are all prosperous these days. Spot radio has had a very successful year. Let's see how successful you were in new passenger car advertising in 1955.

Here are some fairly reliable estimates of passenger car advertising volume for 1955. (These are projected for the rest of the year. I guess they will be correct within 10% by yearend.) The automotive industry will spend a total of $254,100,000 in 1955 to advertise its products.

Of this, newspapers will get $97 million; network television, $67 million; magazines, $34 million; billboard, outdoor, $17 million; direct mail, $15 million; spot radio, about $7 million.

As far as I can determine, spot radio will get less than half of outdoor, less than half of direct mail, less (believe it or not) than network radio (which is estimated at $8 million), and just a little bit more than local theatre and car-card advertising (about $5 million).

AT CHICAGO: Mr. Anderson (r) and Frank Silvernail, BBDO's station relations director.

Are you happy?

You may challenge these figures by saying that local dealers buy spot and pay for it themselves. That's true. They also buy local newspaper advertising, and local billboards, and local direct mail as well.

The simple facts are that out of factory-controlled budgets of over a quarter of a billion dollars, you get about seven million dollars.

Who is your biggest competitor for this automotive dollar? Is it magazines? Is it billboard? Is it direct mail? Is it television? Is it newspapers?

All of these compete *more favorably* for the automotive dollar than spot radio. But is any one your biggest competitor? I don't think so.

I think your biggest competitor—is *you*.

Here are some more interesting figures from one automotive advertiser. By actual count this important potential customer of yours will buy 758 daily newspapers. It will buy all but 15 of those daily with a direct order from the agency to the publisher. The 15 exceptions will be purchased through local dealers.

It will buy 2,009 weekly newspapers. Only 24 of these weeklies will be bought through dealers.

This same advertiser will buy through its agency 549 radio stations, of which 345 will be purchased by the local dealer who will in turn bill the agency. In only 204 cases—less than half—will the time be ordered direct by the agency to the station. Think about that!

I will not draw any conclusions from this comparison. You're smart people, suffice to say that there was a very good reason in this case for the agency to purchase most of its radio spot campaign through local dealers.

But let's get on the positive side of this problem of earning a bigger share of the automotive advertising dollar. What can *you* do as broadcasters to win the support of the biggest industry in the world?

Here are five specific suggestions that may be helpful:

First, quality programming. This was summed up in 31 succinct words by John Ruskin many years ago. Ruskin said, "There is hardly anything in the world that someone cannot make a little *worse* and sell a little *cheaper*—and the people who consider price alone are this man's *lawful* prey." Broadcasters should have that engraved in gold in their offices.

In every medium we look for quality first. Your friend, Fred Barret, media director of BBDO, buys magazines according to what he calls the media's "editorial approach to people." Coverage *alone* is not important. Nor is cost per page per thousand, nor newspaper milline rates. Nor Starch reports.

What Fred really looks for is the respect that people have for a magazine or newspaper. How important is it to them? How much confidence do they have in it? Do they pay attention and spend time with it? One of the great examples is the *New York Times*.

There are many cases of newspapers with *less* circulation getting *more* advertising than the competitor. Why? Because in those cases the smaller newspaper has a tighter hold on its readers making our advertising more effective.

The same applies to radio. Everyone of us knows of programs with low ratings that sell more cans of soup than programs with high ratings. I know of one afternoon show where a fat, stuttering old gal with a 1.2 rating outsells shows with 10s and 12s. Why? Because she gives service to the women who listen to her. They believe her. They buy what she recommends.

You say your station is a quality station? I wonder if you really mean that? There's a piece of research available today in which people are asked, "In the event of a disaster which station would you listen to to get the latest news?" Are you prepared to have that study made in your market? Think twice before answering.

What do you pay a really top-flight news reporter . . . not just a fellow who reads the wire service . . . but a man who can go out and get the story, write it, organize a remote coverage of important events? Most stations tell me they pay him from $8,000 to $12,000.

Yet a guy with a soft voice and glib line of patter can flip the same forty records every day and earn forty, fifty, sixty thousand dollars a year! Do you really think that you can run a quality station with a 24-hour diet of "Learning the Blues" and "Man in the Raincoat"?

They tell me that these high priced jockeys have a big following. Maybe they do. Or maybe it's the records they play. But I believe people listen to most of it because there's nothing much else to listen to. I will never believe that they listen to that stuff with the same attention and friendliness and confidence that they do a solid news or special events show.

We look for quality stations because we know they get to the hearts of people and they sell goods . . . just as surely as quality newspapers and quality magazines sell goods.

Here is suggestion No. 2. Give us more quality research. I have no quarrel with the rating services. We buy Nielsen. We all use them. Radio insisted from the beginning that ratings are the most important measure of radio. So we use them as one method of evaluating radio.

But ratings as they are now set up give us only a small part of the information we need to recommend increased radio appropriations.

For example, we are not as much interested in the number of radio sets that are in your signal area as we are the number of families who are listening to your station regularly. We are interested in sets in-use.

Nielsen tells us that nationally about the most you can get in the best listening hour is about 15% of all radio homes. In winter it will go up to 16 or 17%. There are roughly 46 million radio homes so that means your peak available circulation on a national basis during your best listening hour is about seven million homes.

Yet there are over 31 million automobiles in America equipped with radio. About three out of four new cars sold are equipped with radio. That's a big 4½ million cars this year.

It is conceivable that your car radio circulation is greater than your in-home circulation? When a man spends much more for a car radio than he pays for a set for his home he must intend to use that car radio.

Yet, today the only reliable research we have available is for your circulation in homes, although Nielsen is doing something about it. Isn't it time that radio began to measure its *whole* audience . . . not just part of it? Let's find out when car owners listen, how long they listen, what they like to hear, how much attention they pay to radio when on the road.

Is car radio effective just during peak traffic hours? That's what you sell us. Or do you reach that suburban housewife as she drives the second car on her shopping trips or take the kids to school?

I believe radio is missing one of its best markets by failing to measure accurately the vast use of car radio.

## THE VALUE OF MERCHANDISING

Here is suggestion No. 3. Offer quality merchandising to your national spot advertisers. Unfortunately many of us think of merchandising as an evil to be tolerated. We send out mimeographed letters. We do store checks. We use merchandising as a way to break in a new young salesman.

Yet radio's real function for the advertisers is to sell goods. Top quality stations have demonstrated that an intelligent quality merchandising program is an intelligent way to help a solid spot schedule move more merchandise.

Naturally, effective merchandising varies with the market and with the product. It varies with the size of the manufacturer's sales and merchandising organization.

But let me give you one example. We placed a substantial spot schedule for a grocery client with a top midwestern station. We did not ask for any specific merchandising job. We merely put this question to the station, "How can you help us move this merchandise?"

The station had extremely good contacts with the top chain headquarters. Station personalities knew these grocery executives personally, so they made on tape personal presentations of the campaign to the key executives of each of four grocery chains. The tapes included friendly greetings from the talent and samples of the spots.

In addition, the station worked out a plan for tying in the supermarket with the spot. The chain was mentioned on all commercials for one week in exchange for special display and promotional activities at the retail level.

The results were terrific, bigger than we expected. Sales in these four chains were far better than the average for the market, thanks to this extra quality merchandising.

Suggestion No. 4 and this is a touchy one. Quality scheduling of spot announcements. Now, believe me, I am not naive enough to expect you to go back home and eliminate double and triple spotting. But don't *you* be naive enough to believe that your carelessness about back-to-back spotting, overly long commercials, ad libbed plugs for nonadvertised products, etc., are not offensive to the advertiser, the agency and the listeners.

## BORDER SPOT WITH 'EDITORIAL'

When we buy a spot in good faith we expect it to be bordered on at least one side by editorial. It is discouraging to hear a good De Soto spot crumbed up by a preceding plug for kidney pills and followed by an ad lib on a restaurant which gives your disc jockey free meals.

There was some talk last year about cutting network tv shows at 28 minutes and 50 seconds to permit a one minute spot in Class A time. We were against it because we know that the local station would sell 3 chainbreaks and two ID's in that period.

Frankly, I do not believe any quality station permits commercial excesses deliberately. I think it is due mainly to carelessness. Better planning and better control by the broadcaster can make your spot advertising a lot more palatable and a lot more productive.

If your station builds listener confidence through expensive, quality programming isn't it silly to destroy that confidence with careless commercial patterns?

My fifth and final suggestion is quality station promotion. I'm not an authority on station promotion. But I can't help observing that some stations are much more adroit than others at selling themselves and their programming to the public and advertiser.

For example, one broadcaster—WJR Detroit—took a plane load of his station talent to New York for a one night dinner party show for timebuyers in New York. I know that our buyers were impressed with this demonstration of the quality programming of WJR. Get your talent out around the agencies so they can see what you have to offer.

Another station rotates its stars among supermarkets to tie in with food campaigns. The supermarket likes the store traffic he gets. The advertiser likes the merchandising support. And the station exposes its talent to thousands of women.

Now here is an example of how all of these quality aspects of radio can be worked together to the benefit of the listener, the advertiser and the station.

Last week we introduced the new 1956 De Soto cars to our dealers in Boston. It was the first showing of these cars in the United States. We invited the press. After the showing, WBZ Boston asked for an interview on tape with the top executives of De Soto. Naturally we were delighted. The 15-minute interview was broadcast on WBZ that evening immediately following the news.

Now I hope I have given you a few ideas that will help spot radio get a bigger share of the huge automotive advertising dollar. The opportunity is there if you are willing to program and sell on a quality basis.

Now may I close with a 20-second commercial of my own? For years we agency people have urged broadcasters to adopt a cash discount policy.

Magazines offer 2% discount for cash.

Newspapers offer 2% discount for cash.

It would take very little space on that rate card of yours. Radio has always been a spectacular medium.

Why don't you really startle the industry and give advertisers 3% discount for cash?

# CITY HOMES ARE 80% TV, CENSUS BUREAU REPORTS

**And in the U. S. as a whole, 2.3% of all homes have two or more sets, the survey finds, while 3.4% of all city area homes are multiple-set. Earlier report had put nationwide set ownership at 67%.**

EIGHTY PERCENT of the households in city areas have one or more tv sets, according to the U. S. Census Bureau. A shade over half of homes outside city areas are tv equipped, according to the bureau.

For the U. S. as a whole, 2.3% of all homes, or 3.5% of tv homes, have two or more tv sets, with 3.4% of all city homes (standard metropolitan areas) having multiple-set service.

The figures were announced today (Monday) by the bureau in a breakdown of data collected in June and summarized in August [B•T, Aug. 22].

At that time the bureau found that about 32 million, or 67% of U. S. homes, were equipped with one or more tv sets. The figures were gathered in June during the monthly bureau housing survey, with a sample of over 20,000 homes providing an estimate of tv saturation. This study was financed by Advertising Research Foundation, with NARTB and the tv networks supplying funds.

About 65% of all households had a single tv set, it was found. Outside metropolitan areas, 0.8% of homes had two or more sets in urban places compared to 0.6% in rural territory.

A tendency for tv stations to be located in large cities and their limited range are reflected in the analysis, according to the Census Bureau. Urbanized areas were more likely to have tv sets (79%) than homes outside urban areas (55.7%), it was found. The highest tv saturation (82%) was found in city areas having one million to three million population.

Households with television sets by residence and size of place (percent distribution, total households):

| Residence and size of place | Number of sets in household | |
|---|---|---|
| | None | 1 or more |
| Urban | 26.5 | 73.5 |
| In urbanized areas | 21.0 | 79.0 |
| Areas of 3,000,000 or more | 19.5 | 80.5 |
| Areas of 1,000,000 to 2,999,999 | 18.0 | 82.0 |
| Areas of 250,000 to 999,999 | 21.5 | 78.5 |
| Areas under 250,000 | 25.6 | 74.4 |
| Not in urbanized areas | 44.3 | 55.7 |
| Places of 10,000 or more | 37.6 | 62.4 |
| Places under 10,000 | 48.0 | 52.0 |
| Rural nonfarm | 38.7 | 61.3 |
| Rural farm | 57.7 | 42.3 |

Households with television sets, inside and outside standard metropolitan areas (percent distribution, total households):

| | No. Sets in household | | |
|---|---|---|---|
| | None | 1 | 2 or more |
| United States | 32.8 | 64.9 | 2.3 |
| Inside stan. met. areas | 21.7 | 74.9 | 3.4 |
| Outside stan. met. areas: | | | |
| Urban places | 44.1 | 55.1 | 0.8 |
| Rural territory | 54.1 | 45.3 | 0.6 |

The bureau found that the Northeast and North Central regions each had more tv homes than the South or West. Its geographical analysis shows:

"In the South only a little more than half, and in the West about two-thirds, of the households had one or more sets, whereas in each of the other two regions approximately three-fourths of the households had tv sets. The Northeast had the highest proportion. The relatively large proportion of households with sets in the Northeast and the North Central Regions is associated with the high concentration of households in standard metropolitan areas in these regions.

"There was little difference between regions in the proportions of households with tv sets inside standard metropolitan areas. The differences in proportions outside standard metropolitan areas were more pronounced.

"Outside standard metropolitan areas the highest proportion of households with tv sets occurred in the Northeast (69%) where there are only relatively small distances between the standard metropolitan areas in which television stations are likely to be located. In contrast, only 39% of the households outside standard metropolitan areas of the South had one or more sets."

Households with television sets, for the United States, by regions, inside and outside standard metropolitan areas follow (percent distribution, total households):

| | Number of sets in household | |
|---|---|---|
| | None | 1 or more |
| United States | 32.8 | 67.2 |
| Inside stan. met. areas | 21.7 | 78.3 |
| Outside stan. met. areas | 50.3 | 49.7 |
| Northeast | 20.3 | 79.7 |
| Inside stan. met. areas | 17.8 | 82.2 |
| Outside stan. met. areas | 30.9 | 69.1 |
| North Central | 28.2 | 71.8 |
| Inside stan. met. areas | 19.1 | 80.9 |
| Outside stan. met. areas | 41.4 | 58.6 |
| South | 46.8 | 53.2 |
| Inside stan. met. areas | 29.1 | 70.9 |
| Outside stan. met. areas | 60.3 | 39.7 |
| West | 37.9 | 62.1 |
| Inside stan. met. areas | 26.0 | 74.0 |
| Outside stan. met. areas | 59.5 | 40.5 |

Small households had the lowest ratio of tv sets, the bureau found, with those having four or five persons more likely to have sets (79.1% and 77.8% respectively) than either the larger or smaller households. Only about a third of one-person homes and two-thirds of six-person-or-more homes have receivers. In the larger households, about 4% had more than one set.

Households with tv sets by size of household (percent distribution, total households):

| | Number of sets in household | | |
|---|---|---|---|
| | None | 1 or more | 2 or more |
| 1 person | 64.4 | 35.6 | 0.1 |
| 2 persons | 36.1 | 63.9 | 1.0 |
| 3 persons | 26.6 | 73.4 | 2.7 |
| 4 persons | 20.9 | 79.1 | 3.4 |
| 5 persons | 22.2 | 77.8 | 4.4 |
| 6 persons or more | 33.7 | 66.3 | 4.0 |

The "universe" covered by the survey consisted of all U. S. households, estimated by the bureau at about 48 million. A household includes all the persons who occupy a dwelling unit (house, apartment, or flat, occupied or intended for occupancy by a family or other group of persons living together or by a person living alone).

Except in New England, a standard metropolitan area is a county or group of contiguous counties which contained at least one city of 50,000 inhabitants or more in 1950. The contiguous counties are included if they are essentially metropolitan in character and are socially and economically integrated with the central. In New England these areas are defined in terms of towns and cities rather than counties.

The number of tv sets includes all those reported by the households even though the set was temporarily out of order or being repaired at the time the enumerator called (June).

The source and reliability of data are explained this way by the bureau:

"The estimates presented in this report are based on data obtained in connection with the monthly population sample survey of the Bureau of the Census. The statistics are based on a sample spread over 230 sample areas comprising 453 counties and independent cities. A total of 24,000 to 26,000 dwelling units and other living quarters are designated for the sample at any time, and completed interviews are obtained each month from about 20,000 to 22,000 households.

"Of the remainder, about 500 to 1,000 are households for which information should be obtained but is not; the rest are vacant dwelling untis or otherwise not to be enumerated for the survey.

"Since the estimates are based on a sample, they are subject to sampling variability. The standard error is a measure of sampling variability. Sample estimates may differ, due to sampling variability, from the figures which would result from a complete enumeration. For example, the standard error of the estimated 67% of the households with one or more television sets is approximately 0.7 percentage points.

"The chances are about 68 out of 100 that the estimates from the sample differ from the results which would be obtained from a complete census by less than the standard error. The chances are about 95 out of 100 that the difference would be less than twice the standard error and about 99 out of 100 that they would be less than 2½ times the standard error."

## Kenyon & Eckhardt Elects Dietz, Griffith as V. P.'s

STEPHEN DIETZ and L. Dickson Griffith, account supervisor and associate supervisor, respectively, have been elected vice presidents of Kenyon & Eckhardt, New York.

Mr. Dietz joined the agency a month ago as an account supervisor and before that was

MR. DIETZ MR. GRIFFITH

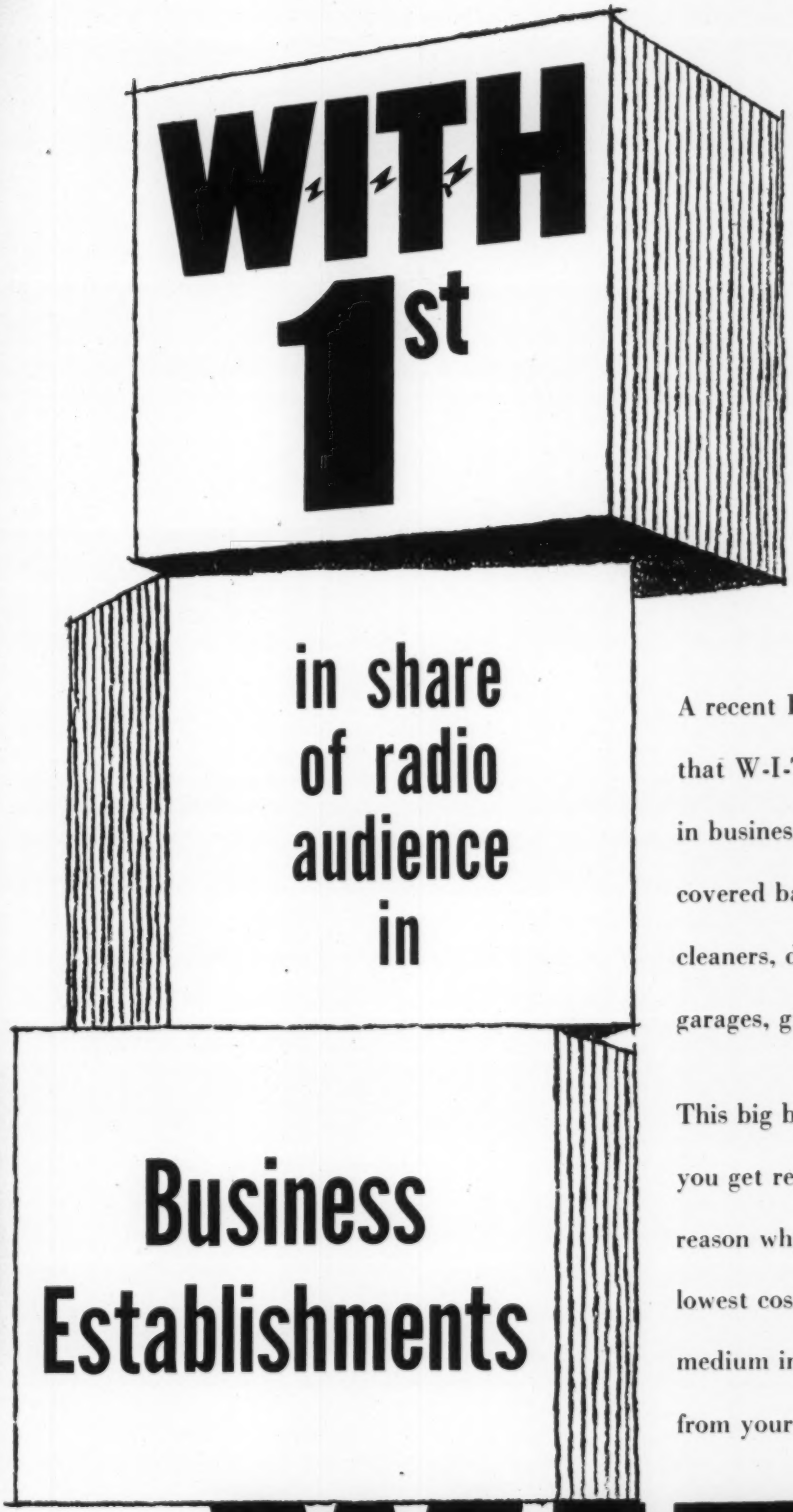
an account supervisor and vice president in charge of marketing at Ogilvy, Benson & Mather, New York.

Mr. Griffith also joined K&E about a month ago. He formerly was with Sherman & Marquette and Bryan Houston Inc.

## Stokely Rejoins ABC Show

STOKELY-VAN CAMP returns as co-sponsor of ABC Radio's *When A Girl Marries* (Mon.-Fri., 10:45-11 a.m. EST) effective today (Monday), joining Park & Tilford and National Biscuit Co. in picking up tab for the now "sold-out" morning show. Sponsorship will be in behalf of Van Camp's pork and beans and Stokely's Finest peas, corn, tomato juice, catsup, green beans and peaches. Agency for Stokely-Van Camp is Calkins & Holden, N. Y.

*(A&A continues on page 56)*




A recent Hooper Radio Audience Index shows that W-I-T-H led every other station in town in business establishments! This survey covered barber shops, beauty shops, caterers, cleaners, druggists, florists, gas stations and garages, gift shops and grocery stores.

This big bonus audience is another reason why you get results from W-I-T-H. It's another reason why W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. Get the whole story from your Forjoe man!

**IN BALTIMORE THE BIG BUY IS W-I-T-H**

TOM TINSLEY, *President*

R. C. EMBRY, *Vice-President*

REPRESENTED BY FORJOE & CO.

**LINCOLN'S VIEW:**

*one of a series of paintings*
*of Washington by William Walton.*
*commissioned by* **WTOP Television**
*at Broadcast House, Washington, D. C.*

**LINCOLN'S VIEW** *by William Walton.*
*First of a series of paintings of Washington.*
*Commissioned by* **WTOP Television**
*at Broadcast House, Washington, D.C.*
*Originally published in Broadcasting-Telecasting,*
*September 26, 1955.*
*Reprints of this series available on request.*

# THE 10 TOP FILMS IN 10 MAJOR MARKETS

### AS RATED BY ARB IN AUGUST

*FROM the monthly audience surveys of American Research Bureau, B•T each month presents a table showing the 10 highest rated syndicated film programs for television in 10 major markets, selected to represent markets in all parts of the country and with various degrees of competition, from two to seven tv stations. This is the August report.*

## NEW YORK — SEVEN-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Superman (Flamingo) | Mon. | 6:00 | WRCA-TV | 10.3 |
| 2. Looney Tunes (Guild) | M.-F. | 6:30 | WABD | 9.1 |
| 3. City Detective (MCA-TV) | Sun. | 9:30 | WPIX | 7.0 |
| Annie Oakley (CBS Film) | Sat. | 5:30 | WCBS-TV | 7.0 |
| 5. Mr. District Attorney (Ziv) | Tues. | 9:30 | WABC-TV | 6.6 |
| Racket Squad (ABC Film) | Thurs. | 10:30 | WABC-TV | 6.6 |
| 7. Guy Lombardo (MCA-TV) | Thurs. | 7:00 | WRCA-TV | 6.3 |
| 8. Ramar of the Jungle (TPA) | Tues. | 6:00 | WPIX | 6.1 |
| 9. The Whistler (CBS Film) | Sun. | 9:00 | WPIX | 5.9 |
| 10. Eddie Cantor (Ziv) | Mon. | 10:00 | WABC-TV | 5.8 |
| Waterfront (MCA-TV) | Tues. | 7:30 | WABD | 5.8 |
| Range Rider (CBS Film) | Fri. | 6:00 | WRCA-TV | 5.8 |

## LOS ANGELES — SEVEN-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Confidential File (Guild) | Sun. | 9:30 | KTTV | 26.6 |
| 2. Waterfront (MCA-TV) | Tues. | 7:30 | KTTV | 20.8 |
| 3. Life of Riley (NBC Film) | Sat. | 8:00 | KTTV | 17.6 |
| 4. Badge 714 (NBC Film) | Sat. | 7:30 | KTTV | 15.3 |
| 5. Science Fiction Theatre (Ziv) | Tues. | 8:00 | KTTV | 14.5 |
| 6. Stories of Century (Hollywood) | Sun. | 9:00 | KTTV | 12.5 |
| Mr. District Attorney (Ziv) | Mon. | 10:00 | KNXT | 12.5 |
| 8. I Led 3 Lives (Ziv) | Sat. | 8:30 | KTTV | 12.4 |
| 9. Liberace (Guild) | Tues. | 8:30 | KTTV | 12.1 |
| 10. Eddie Cantor (Ziv) | Mon. | 7:30 | KTTV | 11.8 |

## MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. I Led 3 Lives (Ziv) | Tues. | 8:30 | KSTP-TV | 21.1 |
| 2. Mr. District Attorney (Ziv) | Thurs. | 9:30 | KSTP-TV | 20.9 |
| 3. Badge 714 (NBC Film) | Mon. | 9:30 | KSTP-TV | 20.4 |
| 4. Life of Riley (NBC Film) | Sun. | 9:00 | KSTP-TV | 18.4 |
| 5. Lone Wolf (MCA-TV) | Sun. | 8:30 | WCCO-TV | 14.6 |
| 6. Follow That Man (MCA-TV) | Fri. | 9:30 | KSTP-TV | 13.6 |
| 7. Soldiers of Fortune (MCA-TV) | Sun. | 8:00 | WCCO-TV | 12.9 |
| 8. Cisco Kid (Ziv) | Sat. | 5:00 | WCCO-TV | 12.3 |
| 9. Bandstand Review (Paramount) | Sat. | 9:00 | KSTP-TV | 12.0 |
| City Detective (MCA-TV) | Wed. | 8:45 | KSTP-TV | 12.0 |

## SEATTLE-TACOMA — FOUR-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Science Fiction Theatre (Ziv) | Tues. | 8:00 | KING-TV | 26.6 |
| 2. Mr. District Attorney (Ziv) | Fri. | 9:00 | KING-TV | 25.1 |
| 3. Death Valley Days (McC.-Erick'n.) | Sun. | 8:00 | KING-TV | 24.3 |
| 4. Badge 714 (NBC Film) | Fri. | 9:30 | KING-TV | 23.6 |
| 5. Star & Story (Official) | Mon. | 9:30 | KING-TV | 20.8 |
| 6. Wild Bill Hickok (Flamingo) | Fri. | 6:00 | KING-TV | 20.6 |
| 7. Eddie Cantor (Ziv) | Wed. | 8:30 | KING-TV | 20.3 |
| 8. The Whistler (CBS Film) | Fri. | 10:00 | KING-TV | 19.4 |
| 9. City Detective (MCA-TV) | Fri. | 8:30 | KING-TV | 18.7 |
| 10. Annie Oakley (CBS Film) | Thurs. | 7:00 | KING-TV | 17.7 |

## CHICAGO — FOUR-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Mayor of the Town (MCA-TV) | Sat. | 10:00 | WNBQ | 22.2 |
| 2. Eddie Cantor (Ziv) | Mon. | 9:30 | WNBQ | 19.3 |
| 3. Science Fiction Theatre (Ziv) | Sat. | 10:30 | WNBQ | 17.5 |
| 4. Mr. District Attorney (Ziv) | Fri. | 9:30 | WBKB | 14.8 |
| 5. Racket Squad (ABC Film) | Tues. | 8:30 | WGN-TV | 13.5 |
| 6. Badge 714 (NBC Film) | Tues. | 8:00 | WGN-TV | 12.5 |
| Death Valley Days (McC.-Erick'n.) | Mon. | 10:00 | WBKB | 12.5 |
| 8. I Led 3 Lives (Ziv) | Tues. | 9:30 | WGN-TV | 11.3 |
| 9. Superman (Flamingo) | Sat. | 5:00 | WBKB | 11.1 |
| 10. Little Rascals (Interstate) | M.-F. | 4:30 | WBKB | 9.6 |

## WASHINGTON — FOUR-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. I Led 3 Lives (Ziv) | Mon. | 10:30 | WRC-TV | 17.4 |
| 2. Superman (Flamingo) | Tues. | 7:00 | WRC-TV | 14.0 |
| 3. Ramar of the Jungle (TPA) | Wed. | 7:00 | WTOP-TV | 13.8 |
| Man Behind the Badge (MCA-TV) | Fri. | 10:00 | WMAL-TV | 13.8 |
| 5. Badge 714 (NBC Film) | Fri. | 7:00 | WRC-TV | 13.7 |
| 6. Mr. & Mrs. North (ATPS) | Tues. | 8:30 | WTOP-TV | 13.2 |
| 7. Wild Bill Hickok (Flamingo) | Thurs. | 7:00 | WRC-TV | 12.2 |
| 8. Soldiers of Fortune (MCA-TV) | Tues. | 10:30 | WTOP-TV | 11.7 |
| 9. Little Rascals (Interstate) | M.-F. | 9:00 | WRC-TV | 11.5 |
| 10. Cowboy G-Men (Flamingo) | Fri. | 8:00 | WMAL-TV | 10.7 |

## ATLANTA — THREE-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Favorite Story (Ziv) | Tues. | 9:30 | WAGA-TV | 30.9 |
| 2. Racket Squad (ABC Film) | Sun. | 10:00 | WSB-TV | 25.9 |
| 3. Mr. District Attorney (Ziv) | Fri. | 10:00 | WAGA-TV | 25.0 |
| 4. Ellery Queen (TPA) | Wed. | 10:00 | WAGA-TV | 22.0 |
| 5. Patti Page (GAC-TV) | Mon. | 10:00 | WSB-TV | 19.4 |
| 6. City Detective (MCA-TV) | Sat. | 10:30 | WSB-TV | 17.3 |
| 7. Star & Story (Official) | Thurs. | 10:30 | WSB-TV | 17.1 |
| 8. I Led 3 Lives (Ziv) | Wed. | 10:30 | WSB-TV | 16.4 |
| 9. Heart of City (MCA-TV) | Fri. | 10:30 | WSB-TV | 15.1 |
| 10. Secret File, USA (Official) | Fri. | 7:00 | WSB-TV | 13.7 |

## CLEVELAND — THREE-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Sherlock Holmes (UM & M) | Mon. | 10:30 | WNBK | 16.5 |
| 2. Range Rider (CBS Film) | Sun. | 7:00 | WEWS | 16.2 |
| 3. Passport to Danger (ABC Film) | Tues. | 10:30 | WXEL | 16.1 |
| 4. Racket Squad (ABC Film) | Fri. | 10:00 | WEWS | 15.7 |
| 5. I Am the Law (MCA-TV) | Fri. | 10:30 | WEWS | 13.2 |
| 6. I Led 3 Lives (Ziv) | Fri. | 10:30 | WXEL | 13.0 |
| 7. Ramar of the Jungle (TPA) | M.-S. | 6:00 | WNBK | 12.8 |
| 8. Badge 714 (NBC Film) | Tues. | 8:30 | WXEL | 11.9 |
| 9. Waterfront (MCA-TV) | Wed. | 7:00 | WEWS | 11.6 |
| 10. Little Rascals (Interstate) | Mon. | 6:00 | WEWS | 11.2 |

## BOSTON — TWO-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Man Behind the Badge (MCA-TV) | Sun. | 10:30 | WNAC-TV | 25.8 |
| 2. Mr. District Attorney (Ziv) | Tues. | 10:30 | WNAC-TV | 23.3 |
| 3. I Led 3 Lives (Ziv) | Mon. | 7:00 | WNAC-TV | 17.8 |
| 4. Lone Wolf (MCA-TV) | Sat. | 10:30 | WNAC-TV | 17.4 |
| Range Rider (CBS Film) | Sun. | 7:00 | WBZ-TV | 17.4 |
| 6. Foreign Intrigue (S. Reynolds) | Mon. | 10:30 | WBZ-TV | 15.3 |
| 7. Waterfront (MCA-TV) | Sun. | 7:00 | WNAC-TV | 15.1 |
| 8. Badge 714 (NBC Film) | Wed. | 6:30 | WNAC-TV | 14.9 |
| 9. Superman (Flamingo) | Fri. | 6:30 | WNAC-TV | 14.8 |
| 10. The Falcon (NBC Film) | Sun. | 11:00 | WNAC-TV | 14.4 |

## DAYTON — TWO-STATION MARKET

| | | | | |
|---|---|---|---|---|
| 1. Waterfront (MCA-TV) | Sat. | 9:30 | WHIO-TV | 23.0 |
| 2. Man Behind the Badge (MCA-TV) | Fri. | 9:30 | WHIO-TV | 19.7 |
| 3. Badge 714 (NBC Film) | Sat. | 10:30 | WHIO-TV | 18.3 |
| 4. Science Fiction Theatre (Ziv) | Sat. | 10:00 | WLWD | 16.1 |
| 5. Follow That Man (MCA-TV) | Sun. | 10:15 | WHIO-TV | 15.4 |
| 6. Racket Squad (ABC Film) | Tues. | 10:15 | WHIO-TV | 14.5 |
| Mr. District Attorney (Ziv) | Wed. | 9:30 | WLWD | 14.5 |
| 8. Ellery Queen (TPA) | Fri. | 10:15 | WHIO-TV | 12.8 |
| 9. Superman (Flamingo) | Mon. | 5:00 | WLWD | 12.3 |
| 10. Range Rider (CBS Film) | Tues. | 5:00 | WLWD | 11.9 |

MARSHAL Matt Dillon (actor James Arness) is ready to draw as the camera films a *Gunsmoke* episode.

# 'GUNSMOKE' GOES ON FILM

THERE is more to adapting a radio show to television than inserting camera angles in the script.

When CBS decided last year to convert the radio network's *Gunsmoke* series to a film package for television, it was found that the most effective way would be to start from scratch.

The tv version started on CBS-TV Sept. 10 in the Saturday night 10-10:30 p.m. period under sponsorship of Liggett & Myers Tobacco Co. for Chesterfields through Cunningham & Walsh.

Perhaps the only thing not scrapped in the television transformation is a taboo that the show will never, never be described as a—well, it has to be printed once—"western." Network publicity men have a nervous rattle to their spurs because of this and on the west coast film stage for the series all hands must plunk a nickel in the coffee kitty whenever the naughty word slips out.

It was the fall of 1954 when CBS executives agreed to put the series on tv. But they discovered it couldn't be done overnight. They felt a new approach would have to be devised, something different from the usual formula. So to accomplish this, they decided a man new to television should guide the project as producer-director.

After a search of several months, Charles Marquis Warren, considered one of the motion picture industry's leading experts on the American frontier West, was signed to produce and direct. Having just completed the direction of the motion picture, "God's Angry Man," which starred Raymond Massey as the noted abolitionist John Brown, Mr. Warren reported to CBS to begin preparing a pilot film. The painstaking care that is required of a pilot film is evidenced by the fact it was not filmed until three months later, March of this year.

Shortly after Mr. Warren began his association with *Gunsmoke,* the network signed Robert Stabler to take charge of the physical filming of the series through his own west coast company, Filmaster Productions Inc. Mr. Stabler, long known in the entertainment industry, had come to the attention of CBS through his activities as vice president and general manager of William Boyd Enterprises, which handles all "Hopalong Cassidy" activities.

As early as 1948, Mr. Stabler had worked out the distribution of the "Hopalong Cassidy" features on television and in 1952-53 he produced 52 half-hour "Hoppies" for NBC-TV. That the combination of Mr. Warren, a top novelist, screen writer and director, and Mr. Stabler, the producing veteran, was successful as a team is reflected in the quick sale of the pilot to Liggett & Myers.

From the beginning, Mr. Warren decided to make *Gunsmoke* as much a departure as possible from the type of drama with a western background which had been seen on television. To make it different, the mechanics of testing talent had to be different. The author of three best-sellers which had been serialized by the *Saturday Evening Post,* of 257 published short stories and more than 20 screenplays, Mr. Warren wrote a unique test for actors aspiring to the *Gunsmoke* cast.

It was a 10-minute scene with an opening, climax and conclusion which involved all of the principals in the cast. To CBS' knowledge, such a thing had never happened before, but it would in the future. When an actor read for Messrs. Warren and Stabler, he wasn't acting out a scene from some Broadway play which showed the timbre of his voice or the calibre of his gestures; he was enacting the exact character he would be playing on the television screen.

In all, 45 hopefuls tested for the four principal roles, 26 of them for the top part of U. S. Marshal Matt Dillon. Considering the cost of a test set, the test scene and a crew to film more than 150 test scenes, the sum spent for testing alone came to $44,500, more by far than Mr. Warren had spent on tests for feature motion pictures such as "Arrowhead," which he wrote and directed and which grossed in excess of $3.5 million

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

## TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

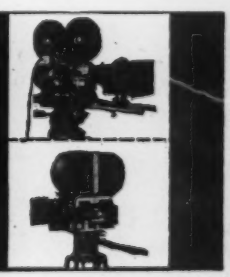
Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

**MITCHELL** *The only truly Professional Motion Picture Camera*

# Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

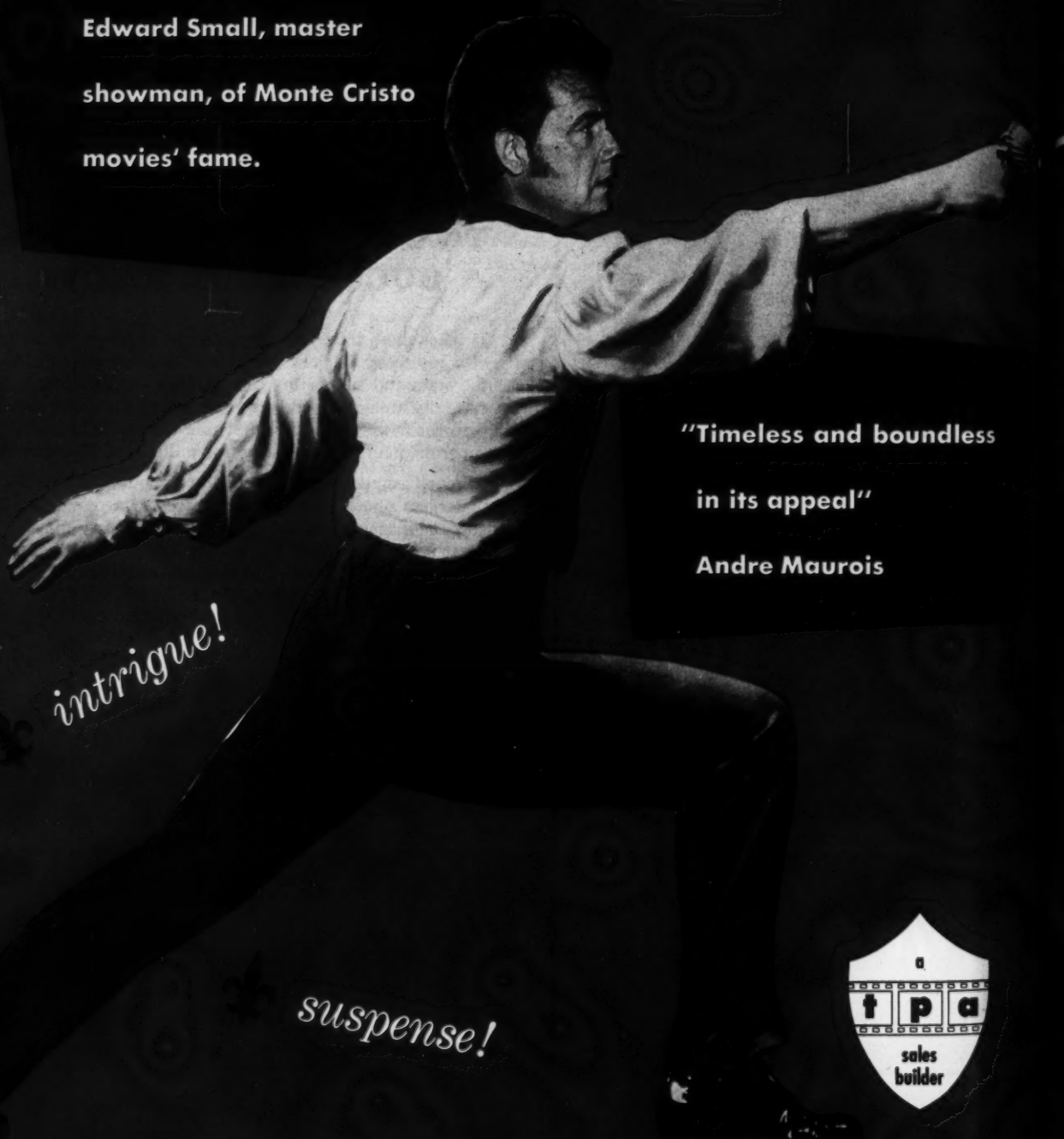


*from the pages of the most popular book in the world ...*

*Alexandre Dumas'*

# THE COUNT OF

Produced for quality by Edward Small, master showman, of Monte Cristo movies' fame.



"Timeless and boundless in its appeal"
Andre Maurois

*intrigue!*

*suspense!*

a tpa sales builder

# MONTE CRISTO

*starring*

**GEORGE DOLENZ**

*the coming idol of the TV screen*

*co-starring*

**FAITH DOMERGUE**

This brand new half-hour TV series is for advertisers who want the very best!

If your product calls for an exciting, quality, dramatic program which appeals to every member of the family—"The Count of Monte Cristo" is the treasure you are seeking.

*For higher sales through quality programs*

*Television Programs of America, Inc.*

477 MADISON AVENUE, NEW YORK • PLAZA 5-2100

in the United States alone.

"In a weekly series, you have to have actors in the continuing roles who are real and natural. If anything, they must underplay, yet never become boring to the television viewer," Mr. Warren explained.

"We spent a lot of money and exposed a lot of film, but we finally secured a group of motion picture actors with stage backgrounds who were 'naturals' for our series—James Arness as Marshal Dillon, Dennis Weaver as his assistant, Amanda Blake as his girl, and Milburn Stone as 'Doc,' the medico of Dodge City," he added.

The Warren and Stabler team worked overtime to make the locale of *Gunsmoke*, a re-created Dodge City, as realistic as possible. They scouted today's Kansas community, then spent weeks searching for location sites in the vicinity of Hollywood. Settling on Placeritas Ranch for exterior street shooting, they signed art director Nikolai Remisoff to design an indoor set at California Studios which would match exactly the Placeritas street. The indoor set measured 12,000 sq. ft., one of the largest on the Coast.

Result: a set costing $34,000, then believed the most expensive ever to be built for a television film series. An unusual departure is that the fronts and walls of buildings on the street are built on rollers so any wall can be removed to make room for the cameras.

Although those connected with the *Gunsmoke* series would not reveal the cost of each weekly segment, a check of advertising agency and tv men in Hollywood estimates the average weekly cost to run about $38,-500.

Both Messrs. Warren and Stabler are sticklers for long-range planning and believers in the old "haste makes waste" adage. As a result, writers were put to work by Mr. Warren early in the project to permit script breakdowns to be prepared months in advance by Mr. Stabler's right-hand man and Filmaster's production manager, Glenn Cook. By June 20 of this year, actual start of continuous production, the first 26 scripts had been completed. All 39, the first year's stockpile, had been turned over to Filmaster by the time *Gunsmoke* went on the air.

All told, $135,000 had been tallied on the *Gunsmoke* cost sheets in terms of production and writing charges before a single foot of raw film stock had been exposed on the actual series, again believed a new high for advance expenditures for a tv film project.

The *Gunsmoke* series is not filmed in a hurry, either. Mr. Warren rehearses his actors and crew for the first two days of the week and shoots the next three. Saturdays are taken up with staff production meetings at which the next three segments are discussed in terms of script, wardrobe, sets and casting. Sunday is a day of rest for all except Mr. Warren, who rehearses his own producer-director's role on the stage all by himself for much of the day.

The usual approach to westerns is not found in the *Gunsmoke* series for the very reason Producer-Director Warren and Production Chief Stabler see red when the series is called a "western."

"*Gunsmoke* is a series of dramatic episodes set against the background of the western frontier," Mr. Warren says. "Actually, with but minor changes, these stories could have taken place before or after their chronological locale and at many different areas than their geographic locales.

ON LOCATION (l to r): Production manager Glenn Cook, producer-director Charles Marquis Warren and Filmaster president Robert Stabler.

"Chiefly, our series differs from the majority since it eliminates formula and cliche. Our protagonist, Marshal Dillon, isn't always the hero, nor is he always in the right. In one story, he is outdrawn and shot by a heavy. In another he tries to save a man's life by amputating his leg, but the man dies, notwithstanding. In still another, Dillon tracks down a man he suspects of a murder, is proven by the suspect to be mistaken, is forced to return to Dodge City minus shoes and gun to admit his mistakes.

"Rather unusual to find the hero in these predicaments? Yes. But the fact is that Dillon still remains a heroic figure as a believable human being, big enough on the one hand to retain authority through toughness and big enough on the other to admit his non-infallibility."


# WHAT'S IN A NAME?

## *A SUCCESSFUL CAR BUSINESS, FOR ONE THING, IF YOU TIE IN WITH TV LIKE THESE TWO DID*

AMOS 'N' ANDY are in the car business in Maryville, Tenn. They're selling new Buicks and used cars . . . more of them than ever before, thanks to television. That's Amos and Andy Trotter, owners of Maryville's Amos 'n' Andy Buick Co. and sponsors of the filmed *Amos 'n' Andy Show* on WATE-TV Knoxville.

The Trotters have used their given names in their business ventures since 1937, when they founded the Amos 'n' Andy Service Station in Maryville, a city of 8,000. They retained the name when they entered the car business, and when television came along, naturally considered the *Amos 'n' Andy Show* their best possible advertising vehicle. The firm now spends $16,000 annually on tv advertising. All of this goes into their *Amos 'n' Andy Show* on WATE-TV.

What do Tennessee's Amos 'n' Andy think of television? "Tv is the most natural medium for new and used car advertising we have ever found", says Andy Trotter, president. Although *less than* half of Amos 'n' Andy Buick ad budget goes into television, look at the results. Says Mr. Trotter: "Day in and day out, tv delivers the *most direct* response to our sales message of any medium we have ever used. For example, we sold eight new Buicks the other day, and every single customer told us how much they enjoyed the *Amos 'n' Andy* program."

The show has been on WATE-TV for the past 15 months and recently was renewed. Said Amos Trotter: "Tv has a permanent part of our advertising budget because for every dollar spent it sells more Buicks, more used cars and more good will, than any other medium we use."

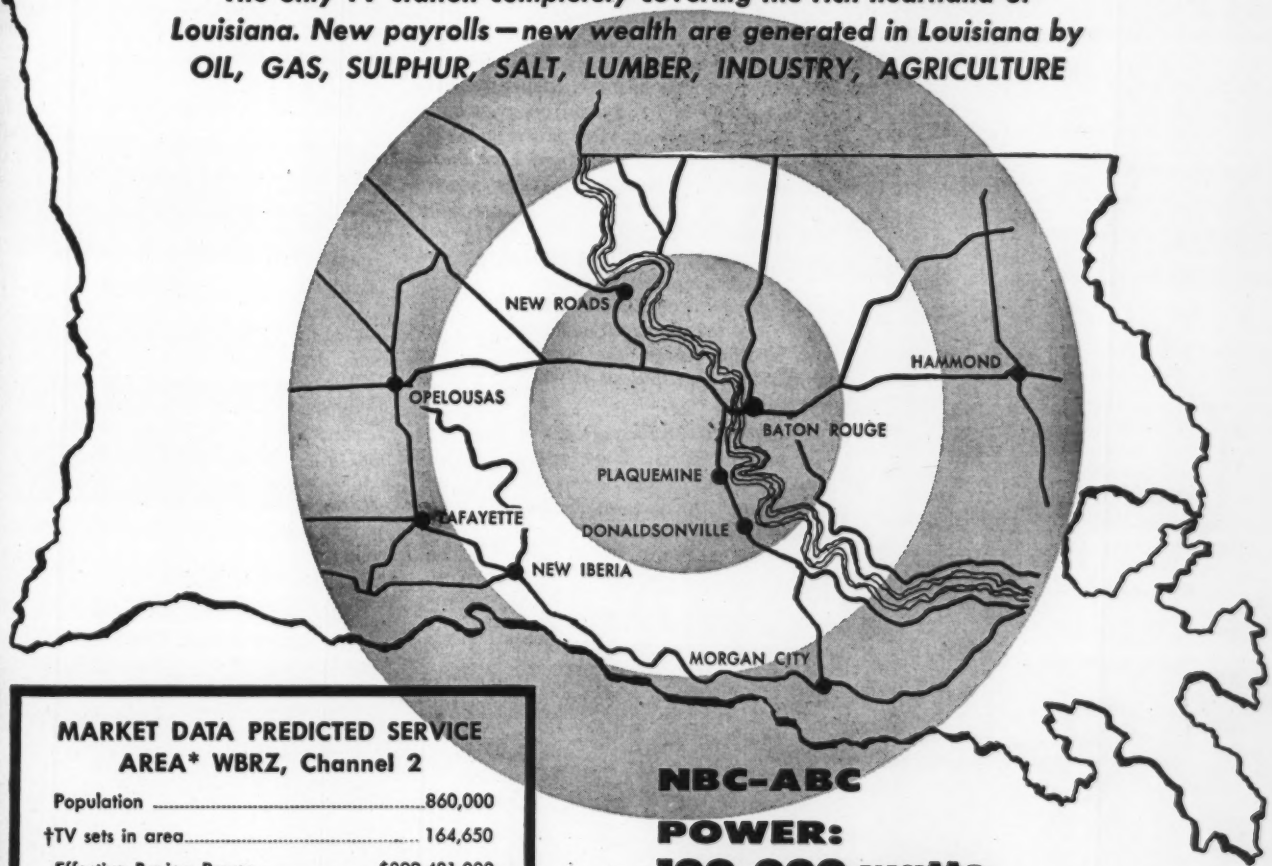
AMOS 'N' ANDY Trotter (r to l) before their place of business.

# TARGET: • $899,481,000.00 • Buying Power Market

# WBRZ Channel 2

## BATON ROUGE, LOUISIANA

***The only TV station completely covering the rich heartland of Louisiana. New payrolls—new wealth are generated in Louisiana by OIL, GAS, SULPHUR, SALT, LUMBER, INDUSTRY, AGRICULTURE***




**MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2**

| | |
|---|---|
| Population | 860,000 |
| †TV sets in area | 164,650 |
| Effective Buying Power | $899,481,000 |
| Retail Sales | $580,937,000 |
| Food Sales | $129,460,000 |
| Automotive Sales | $122,571,000 |
| Drug Sales | $ 16,371,000 |

SOURCE: Sales Management's Survey of Buying Power, 1954

*Class "B" †Television Magazine

**NBC–ABC**

**POWER: 100,000 watts**

**MORE TOWER: 1001 ft. 6 inches**

**Largest TV Antenna in the United States 12 Bays—Channel 2**

*Represented by Hollingbery*

## RETAIL SALES: $580,937,000.00

# UNGRAMMATICAL, BUT IT SELLS

## SHOWMAN'S FLAIR AND TV FILM SHOWS CREATE BIG BUSINESS FOR INDIANAPOLIS CAR DEALER

"THE KING DON'T CARE." Those are familiar words to almost every person in Indianapolis. Behind them lies one of the biggest television success stories to come out of the Middle West, according to C. Bruce McConnell, president of WISH-TV Indianapolis.

Ed Clarke, the "Used Car King," is as well known to the citizens of the capital of Indiana as their own mayor. Few small businessmen in the U. S. today can say, "I'll gross between 5½ and 6 million dollars this year." But Ed Clarke says it and points with pride to his used car business. "Before I started advertising on WISH-TV a year ago, I'd gross about a million dollars a year," says Mr. Clarke.

The King is a top-notch businessman and an outstanding showman. He spends his Saturday nights watching television, his own show. The *Saturday Night Late Show* was Ed Clarke's first venture into television. He was a successful automobile dealer who had utilized both radio and newspaper advertising to gain the top spot in the big Indianapolis used car market.

When he first appeared on the *Late Show* to do his commercials with host Gene Allison, he stunned his audience with his motto, "The King Don't Care." Letters flooded into the studio, Gene Allison couldn't answer all his mail and the King received literally hundreds of letters. School teachers asked why he used improper English; television fans requested autographed pictures; prospective auto buyers asked for estimates on a trade for a new car.

In the ensuing weeks, people called in and wrote that they were as interested in watching "that Ed Clarke do his commercials" as in seeing the movie. The King had joined the station as one of its first sponsors in July 1954 and by Christmas his business was heading in the direction of half a million dollars a month. His *Late Show* spared no expense to bring in the finest movies that could be purchased for first runs on television.

With the addition of the half hour *Texas Rasslin'*, the King's business swelled further. His showmanship made him front page copy in Indianapolis newspapers. His original investment in the *Saturday Night Late Show* was paying off so well that after adding *Rasslin'* at 10:15 p.m. Mondays, the King asked WISH-TV account executive Howard Bunnell to look around for another good film show for Wednesday night at 10:15. The world premiere of *Stars of the Grand Ole Opry* was salesman Bunnell's answer, so, with another surge, the King's lots were jammed with people all day seven days a week.

Today Ed Clarke looks back on those first few months of television advertising with bewilderment. "When Gene and I said we'd be right here to do business on Easter Sunday, we didn't expect much. It took three traffic policemen to control the crowds, estimated at over 3,000 people," the King said.

"People are natural skeptics," Clarke continued. "They just came in to see if I was for real." He added, "When they found out we were on the level, then the business boomed." His personal appearances, combined with his flair for coining phrases, such as, "You don't need a lot of cash to get a car from the King; no sir, just bring me an honest face," wowed the audiences.

The King now spends over 15 times his original investment in television, which includes the *Saturday Night Late Show*, *Grand Ole Opry*, and *Amos 'n' Andy* (alternating with another sponsor).

Clarke's format includes an opening commercial, another in the middle of the film and a closing commercial which follows after the movie reaches the three-fourth mark. Normally, the only prop on the show is a standby blackboard with room for the King to cut prices on his specials.

A customer came in to the King's lot, saying that he had seen the King on tv and wanted to drive a brand new car. After talking his finances over with the King, they decided that a three-year old car was just within his payment abilities. The King said, "You know I have my own finance company. If you make all these payments on time and don't have any trouble, I'll have you in a new car within a year." Today, two years later, that man is driving a new model automobile, purchased from the King. Not only that, the man has helped influence others to "make the swing to the King."

Another fan wrote the King, "We enjoy the *Grand Ole Opry* so much that we decided

KING CLARKE (l) and host Gene Allison deliver one of the car dealer's popular tv commercials. Mr. Clarke cuts prices, but still manages to gross nearly $6 million a year.

MR. CLARKE discusses program details with WISH-TV account executive Howard Bunnell and announcer Allison by the swimming pool at the King's palatial home.

# THESE STATIONS CHOSE STAINLESS

| | | |
|---|---|---|
| WHUM-TV | KARD-TV | CKNX-TV |
| WOOD-TV | WTCM-TV | WKZO-TV |
| WFBM-TV | WEDB-TV | WSYA-TV |
| WAGA-TV | WDXI-TV | WTVY (TV) |
| WSEE (TV) | KROG (TV) | WJMC-TV |
| WUNC-TV | WXNB-TV | WLOK-TV |
| KDAL-TV | WGLV (TV) | WEEK-TV |
| WINT (TV) | WCOS-TV | WWLP (TV) |
| WNBF-TV | WNOK-TV | WKNX-TV |
| WBAY-TV | WEEU-TV | WCOY-TV |
| KEDD (TV) | WVEC-TV | WTVU (TV) |
| WKNY-TV | KOTV (TV) | WPAG-TV |
| WRRF-TV | WTYP (TV) | WTAC-TV |
| WKRG-TV | WARD-TV | KCSJ-TV |
| WSIX-TV | WMTV (TV) | WKLO-TV |
| WMBV-TV | WEHT (TV) | WTPA (TV) |
| WGAL-TV | WJHP-TV | KVEC-TV |
| KWWL-TV | WLBR-TV | WCOC-TV |
| WPFH (TV) | KCEB (TV) | WETV (TV) |
| WHIZ-TV | WFIE (TV) | WKBV-TV |
| WMAZ-TV | WWOR-TV | WDAK-TV |
| WDBO-TV | WDAN-TV | WTAP (TV) |
| WKBT (TV) | WNET (TV) | KCCC-TV |
| WJIM-TV | WFTL-TV | WLAM-TV |
| WGEM-TV | WTVS (TV) | WRTV (TV) |
| KOAM-TV | WMBR-TV | WRAY-TV |
| WOC-TV | WBRC-TV | WCMB-TV |
| WREX-TV | CMQ-TV | WKNA-TV |
| KHOL-TV | KTSM-TV | WATR-TV |
| WFBC-TV | KOLN-TV | WTWO (TV) |
| CKCK-TV | KRDO-TV | CFPA-TV |
| WNEM-TV | WABT (TV) | CJIC-TV |
| KADA-TV | KCJB-TV | CHCT-TV |
| WALB-TV | WINK-TV | CKX-TV |
| WCNY-TV | KSWM-TV | CJOC-TV |
| CHCT-TV | CKCW-TV | CKVR-TV |
| KTVO (TV) | WITN (TV) | CFCL-TV |
| WXEX-TV | KOA-TV | CKGN-TV |

photo of guyed tower
WMBR-TV JACKSONVILLE

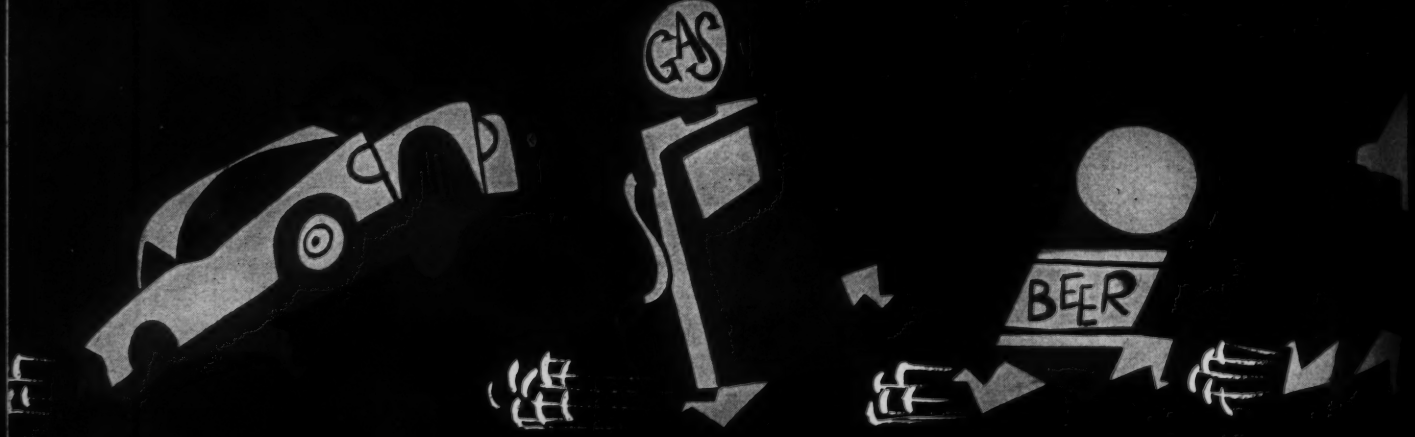
**STAINLESS INC.**
NORTH WALES, PENNSYLVANIA

# SOLD IN 70 CITIES BEFORE THE

# *Celebrity*

## TV EQUIVALENT OF AN ACADEMY AWARD MOTION PICTURE

CELEBRATED STARS IN CELEBRATED
DRAMATIC ENTERTAINMENT AT ITS




AVOID THE RUSH!

# HE SECOND FILM WAS COMPLETED

# Playhouse

## URE A PULITZER PRIZE PLAY

E STORIES
ITS EST

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

**John H. Mitchell**
Vice President in charge of sales

3130 Maple Drive, N.E.
Atlanta, Ga.
Exchange 6100

230 N. Michigan Ave.
Chicago, Ill.
Franklin 2-3696

4924 Greenville Ave.
Dallas, Texas
Emerson 2450

157 Bradley Street
Cleveland, Ohio
Chestnut 7-6736

233 West 49th Street
New York 19, N. Y.
Circle 5-5044

102-108 Peter Street
Toronto, Ontario
Empire 3-4096

212 Beason Building
Salt Lake City, Utah
Salt Lake City 3-3903

995 Market St.
San Francisco, Cal.
Douglas 2-1060

THE KING'S SLOGAN, declared on television and again on thousands of buttons given away by the car dealer, has become a byword in the Indianapolis area, and made him "as well known as the mayor."

to visit your lot." They did and bought a car. Later, they reported that they knew of over 70 people at one particular plant who had bought cars from the King. Television has sold Ed Clarke on it and vice versa.

Ed Clarke got into the automobile business from show business 20 years ago. He has now parlayed the combination of his showmanship on television and his knowledge of the automobile business into $6 million a year business. He puts every commercial in his own words, although the station writes "lead-ins" and commercials for every show. During most of the King's shows, the WISH-TV switchboard is jammed with people wanting to talk to either the King or to Gene Allison, about anything from trading for the King's personal Cadillac Eldorado, to trading in the family Model T on a new Y-Block eight Ford.

He can be seen on WISH-TV three nights a week, just like Diogenes, looking for that man with the honest face. The comparison ends there, because, once found, the man with the face is the proud owner of a '55 fireball eight. Even when the dealers were suffering from a new car drought early in the year, the King advertised any kind of new car that a customer wanted.

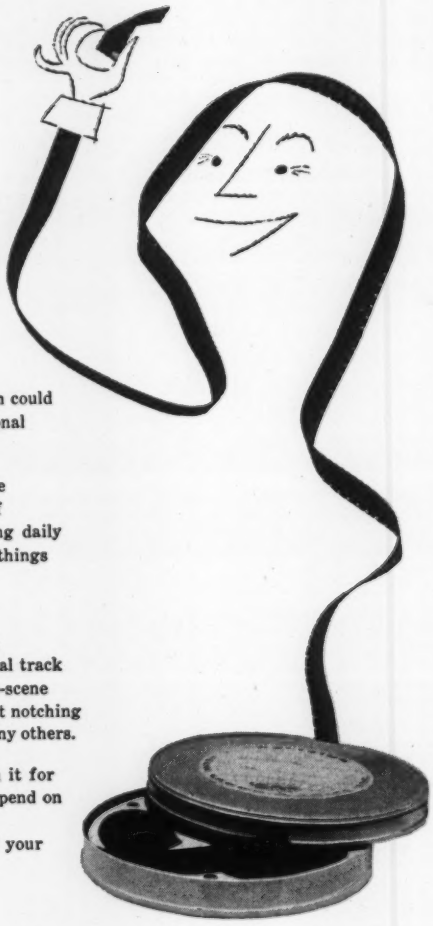
Showmanship, television and real salesmanship have combined to make the *Saturday Night Late Show* a really humorous performance from the first commercial to the last. When the King returned from his winter vacation in South America, a band was on hand to greet him, playing "Pomp and Circumstance," as the King, majestic in a paper crown, made his entrance.

On another occasion, the King was supposed to break through a big paper sign, previously cut so he could break through it easily. Host Gene Allison almost doubled up with laughter as the King tried to fight his way through the sign for an entrance to the first commercial.

Thousands of buttons declaring, "The King Don't Care" have been given out at the King's lot. He can honestly say that he's been called by name in his car on the streets of Indianapolis, hundreds of times. People usually shout, "Don't you really care, King"?

No agency is involved in the King's operation. Copy is written at the station, but the ideas come from the King himself and commercials are written from them. WISH-TV's account executive Howard Bunnell makes his recommendations to the King for purchases on television. "So far, he's bought everything I've recommended," comments Bunnell. "He really don't care."


THIS IS JUST THE BEGINNING OF 16 MM!



Talk was that other film sizes than 16mm could do better jobs in the industrial, educational and commercial fields.

Not while there is a film laboratory like Precision, bringing 16mm to the peak of perfection. In fact, we are demonstrating daily that 16mm can do more – and better – things in movies than have been done before.

Precision Film Laboratories developed unique equipment to realize the fullest potentialities in 16mm, such as the optical track printer; timing, fades, dissolves, scene-to-scene color corrections, invisible splices without notching originals; direct electric printing and many others.

No, 16mm is just beginning. Depend on it for your next film project and, of course, depend on Precision to do exactly the right job in bringing life and sparkle to the best of your production efforts.

you'll see and hear

PRECISION
FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER, INC.

In everything, there is one best . . . in film processing, it's Precision


# A BOOTSTRAP LIFT FOR TELEVISION'S FILM DIRECTORS

NEW industries continually give rise to new problems and requirements in their operation.

The tv film field—a swaddler in an infant industry—is spawning a new organization made up of tv station people responsible for film handling. Its aim: get tv stations to help each other, specifically in the handling and shipping of film prints.

The new group, the National Assn. of Television Film Directors (NATFD), was first conceived at an organizational meeting of New England tv film directors in Boston about a year ago.

Since that time a skeleton organization has emerged, stretching loosely into 38 stations with a minimum of 180 stations already represented.

After the usual pains of birth, NATFD now feels it is prepared to take wing. Its first national convention has been scheduled tentatively for Chicago sometime next Feb-

ruary. Its newly-elected national chairman is David Manning, film director and buyer at WHAM-TV Rochester, N. Y.

An eastern organization already has been set up and its western counterpart is on the way to being established.

While attempting to get the organization whipped into shape, its creators are not marking time. A Committee for Standardization of Operational Procedures has been working under the chairmanship of William Cooper of WJAR-TV Providence. Its job is a big one. By convention time in February, it hopes to have prepared a proposed list of standards that will take in such hectic problems as cueing of film—how and in what way, in what sizes and shapes; the transhipment of films; possibly a demand that film distributors edit out obscene or otherwise undesirable material from original negatives to aid the station film processor's editing task, and various other methods of film handling, particularly where the print is to be sent on to another tv outlet.

Involved are schedules, booking, the "mishandling" or mutilation of prints. The creation of a central clearing house for the exchange of ideas on film has been suggested by some.

As yet, NATFD is exploring virgin territory but the hope is that before long a much-recognized gap in tv film station relations will be filled. Along with this, it is expected that the distributor-station relationship will be improved and that the industry as a whole will benefit.

In general, membership has been confined to tv station film buyers, directors or supervisors. Only a few months ago, the organization, which expects to work closely with NARTB and the latter's National Television Film Council, received official recognition and promise of support from NARTB President Harold E. Fellows.

Arrangements for the Chicago convention are under Elizabeth Baine, film buyer and director at WGN-TV Chicago, convention chairlady. On the West Coast, the first organizational meeting will be held Sept. 25 with Harold P. See of KRON-TV San Francisco slated to be its guest speaker.

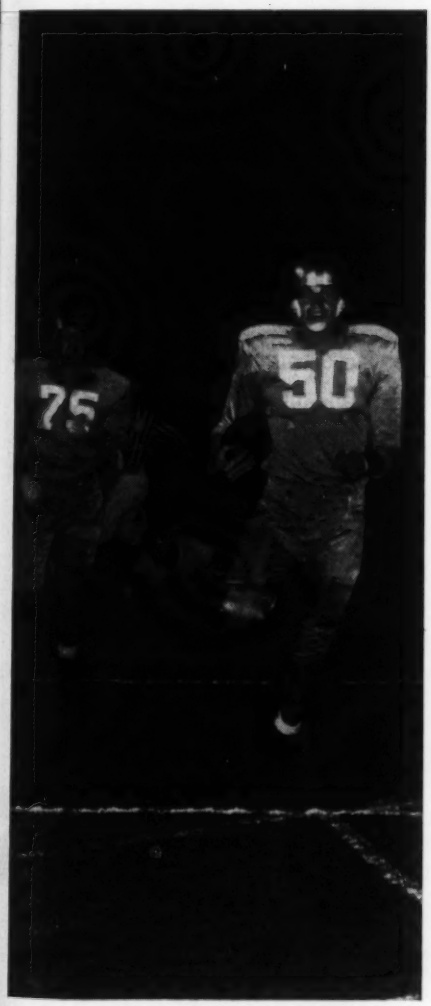
Among those active in organizing NATFD, in addition to Messrs. Manning and Cooper, are Dick Norman of KPTV (TV) Portland, Ore.; Jim Bentley, KCEN-TV Temple, Tex.; George Vale, WRCA-TV New York, and a number of others representing stations throughout the country.

The committee concluded with this comment as part of its "recommendations":

"It is our judgment that we need to know much more than we now do about the actual effect of television as a medium of communication. Any encouragement which could be given by the company to a full-scale professional study of the effects of television, especially on children, would seem to be advisable. In the judgment of the committee, there would be value in having this study supported and directed by a foundation rather than by interested parties, but it would call for the full cooperation by the television industry."

# FOOTBALL FILMCASTS

## *SPORTSVISION INC. PACES THE FIELD IN DELAYED GRID FILM*



ANY WAY you look at it, football is big business and big box office off as well as on the field—and on film as well as live.

This fall, with NCAA relaxing its restrictions over the nation's football tv diet to permit regional telecasts, interest in the grid sport might well rise to new heights.

With this more liberal policy, the football filmcast, which has come into its own the past few years, seems destined to reap a rich bonanza. Last week stations were getting their first batches of delayed football film.

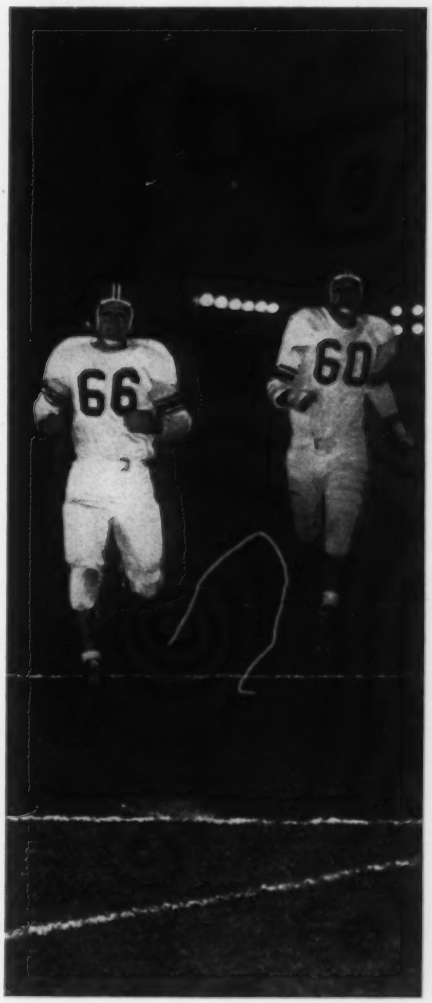
Most of the nation's football filmcast fare is produced by Sportsvision Inc., which was organized by William J. Parry in 1950 when the National Collegiate Athletic Assn. was asserting itself on the football television front [B•T, Feb. 8, 1954]. Today it turns out *The All-American Game of the Week*, *Big 10 Hi-Lites* and *Pacific Coast Conference Hi-Lites*, all 13-week series.

There is evidence that televised football has emerged as the skin local advertisers and stations love to touch with their dollars. Renewals and sponsor gratification appear to be the order of the day.

What will be the effect of NCAA's more liberal policy?

Says Al Madden, general manager of Sportsvision:

"We believe that regional live telecasts will increase interest in film in various regions. For example, if five Big 10 games are released regionally (as they have been), people in Big 10 areas will see more Big 10 football than they ever did and their interest in the *Big 10 Hi-Lites* will be higher, since the package picks up four Big 10 games each week and gives coverage of the



*Newsfilm* editors screen more than a mile of film every day—*but you see only the best.* Less than 500 feet is selected for the dramatic 12-minute program that is first choice of stations not only in this country but abroad.

Footage from all corners of the globe pours in constantly at *Newsfilm*'s four strategically-located processing centers—New York, Chicago, Washington and Los Angeles. The work of some 250 camera correspondents, it provides coverage-in-depth of all the day's important happenings and exclusive feature stories.

Many good stories "die on the cutting room floor" every day—because they aren't *quite* good enough to meet *Newsfilm*'s standards.

# More than you'll ever see...

This unceasing demand for only the very finest footage pays off... in high viewer interest and in top ratings. In Philadelphia, for example, *Newsfilm* has been *first in its time period for eleven months running!* *Newsfilm* news programs are out in front in many other important markets, too... including Detroit, Houston and Washington.*

And *Newsfilm*—which is produced and edited to famed CBS News standards—*has won top honors in Billboard's Annual Film Program and Talent Award poll two years in a row.*

To find out how *Newsfilm* can mean far better television news programs for you, call...

CBS TELEVISION FILM SALES, INC.

*New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. In Canada: S. W. Caldwell, Ltd., Toronto*

*Telepulse, August 1955

conference as a whole—something no single game can do. We visualize no adverse effects."

On the basis of sales to date, there would seem to have been no adverse effects as far as stations and advertisers are concerned. Sales to stations have been running ahead of last year for each of the three filmcasts, according to Norrie West, assistant general manager of Sportsvision.

Proof of sponsor satisfaction is evident in the number of renewals this year for the *All-American Game of the Week*, as well as the *Hi-Lites* series. Among the fields represented with advertisers on football filmcasts are groceries, banks, automobile dealers, construction, insurance, dairy, radio-tv firms, drugs, clothing, real estate, petroleum companies, newspapers, trucking, sporting goods and public utilities. (A Sportsvision survey showed 56 individual sponsors reflecting 20 different types of merchandise.) The filmcasts were carried on 125 stations in 115 markets in 38 states in 1954, mostly on Tuesday, Wednesday and Thursday evenings following the previous Saturday games.

While it is now too early to gauge any sales successes for 1955, there is precedence in 1954 for assuming that advertisers and stations alike are gratified with the filmcasts. First-refusal rights seem commonplace in contract discussions.

A typical example of a satisfied sponsor is Hawaii Pan Pacific, which sponsored *All-American Game of the Week* film on KONA-TV Honolulu last year. The firm reported selling 200 Brunswick bowling balls in the first two weeks (it normally sells about 600 a year). It also moved 20 sets of Wilson golf clubs at $200 each, with continuing good sales throughout the series. The series is back on KONA-TV this fall.

The film package has been picked up for the third straight year by Southern Arizona Bank of Tucson. Smith Oil Co. renewed *Big 10 Hi-Lites* on WTVO (TV) Rockford (Ill.) for the third year. Still another: Mothers Cakes and Cookies, which renewed half of Sportsvision's back-to-back *Big 10 and PCC Hi-Lites* (called *Race to the Rose Bowl*) on KHJ-TV Los Angeles. The advertiser reportedly wanted the series so badly that it was planning to buy time on another station for *PCC Hi-Lites* if KHJ-TV had declined the option.

### And More Renewals

Among other third-year renewals reported by Sportsvision for All-American Game are WDAK-TV Columbus, Ga.; KSWO-TV Lawton, Okla.; WBAP-TV Fort Worth; KROD-TV El Paso; KGBT (TV) Harlingen, Tex.; WKOW-TV Madison, Wis.; WBAY-TV Green Bay, Wis. Third-year renewals also were chalked up for *Hi-Lites* (one or the other) with WTVO (TV) Rockford and KBOI-TV Boise, Idaho. There were other renewals of lesser term as well.

Testimonials also come from advertising agencies, like Vance Shelhamer, Yakima, Wash., and Ketchum, MacLeod & Grove. According to John Winterringer, account executive at Shelhamer, "clients all have expressed their satisfaction with the show, both as a worthwhile merchandising and institutional vehicle." At Ketchum, E. J. Donaldson, associate radio-tv director, bought *All-American Game of the Week* for clients in three markets—Erie, Rochester and Buffalo—and was strong in its request for an option the following year. In Atlanta, J. Walter Thompson Co.'s Frank Carlson described the *AAG* series as "very good in the two markets in which we used it."

Some stations and advertisers have been so pleased with football filmcast properties they have sought options for succeeding years. Dan Lawrence Agency, San Diego, sought them for the *Hi-Lites* for both 1955-56. WMT-TV Cedar Rapids requested contracts outright for both years.

The property *Big 10 Hi-Lites* has sometimes been described as the Western Conference's "bread and butter film," and that probably would be true. Rights are granted Sportsvision by the Big 10 with certain reservations (no beer sponsors). The same holds for the Pacific Coast Conference. (College football on television cannot be sponsored by beer or spirits, or, in most cases, tobacco.)

With the emergence of NCAA's new national-regional tv policy comes a natural tie-in between live and filmed football. It's understood that some advertisers have requested that the *Hi-Lites* be aired as adjacencies to nationally-televised games on NBC-TV or the Big Ten schedule on CBS-TV.

In other instances, stations (at least 12 last year) have used, not only the combined Big 10 and Pacific Coast films as *Race to the Rose Bowl* (since the annual classic ties in the champions of both conferences) but clips from the series in their own sportscasts after the first commercial "run." In Rockford, Smith Oil Co. has tied in *Big 10 Hi-Lites* with a local *Quarterback Club*.

Sportsvision, which last year produced two and a half million feet of film and which employs 20 specialists to speed 1,000 feet of film to tv stations throughout the country each week after the top games, for use three or four days later, got off the ground last week for the 1955 season—and its sixth year of operation.

Viewers got a seasonal preview of all the Big 10 teams and highlights of such games as Stanford-College of the Pacific, Utah-Oregon, UCLA-Texas A&M and Washington State-U. of Southern California.

This week they will see films of Indiana-Michigan State, Ohio State-Nebraska, Iowa-Kansas State and Michigan-Missouri. From now on, depending on where each *Hi-Lites* package has been purchased and is scheduled to run locally, the nation's football fans will be able to supplement regional conference live telecasts and NCAA national coverage with a steady diet of football filmcasts of their area favorites right up through the week of Dec. 12. The climax of *Hi-Lites*: How the Big 10 and PCC bowl teams "got there." They will also be able to see the top national game of the week (*All-American Game of the Week*) in condensed version.

Aside from the viewer, what does all this mean to NCAA—and Sportsvision? There's a prediction of things to come from Norrie West:

"We believe . . . that if the nation [NCAA] goes completely regional next fall in live football telecasting, that *All-American Game of the Week* will increase in sales because it will be the only national game telecast (even though on film) available."

But whether or not NCAA abandons national controls completely, the football filmcast seems here to stay. Only recently the *AAG* show was voted the best non-network sports series (despite being on only 13 weeks) in *Billboard* magazine's third annual program and talent awards.


CAMART
TV TRIPOD SUPPORTS

● TRIANGLE
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

● CAR-TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00

THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART



TV Actors
Here's how to get more work in TV

● The difference between success and failure in TV is often how much you know about preparing and selling yourself. A terrific new book, **The Television Actor's Manual,** gives you this know-how. Written by top-notch TV producer William Hodapp, book is packed with tips on opportunities available, choosing agents, promoting publicity, audition scenes, contracts, casting advice, costume and makup, TV acting techniques, and much more.

Order your copy today from your local bookseller, or send $4 to Appleton-Century-Crofts, Dept. A12, 35 W. 32 St., New York 1. Money back if book isn't tremendous help to you.

# *Quick Watson!*

For the first time in years, WMAR-TV, *The Sunpapers'* television station in Baltimore, is able to offer availabilities from 10-10.30 P.M. This is a limited opportunity, caused by network adherence to Daylight Saving time for five weeks after Maryland returns to Eastern Standard Time.

WMAR-TV is programming "Sherlock Holmes"—with Ronald Howard as the classic sleuth—six nights weekly beginning Sunday, September 25.

Each episode will be first-run in the Baltimore market.

Each episode will run at the peak viewing hour of 10-10.30 P.M.

Each episode will have the advantage of high-rated lead-in programs, and powerful programs behind.

In Baltimore's sponsor-crowded TV schedules, this is an unparalleled opportunity for exposure of saturation schedules and short-term campaigns within a vehicle as powerfully attractive as Conan Doyle's famous stories.

And in five weeks of consecutive-night showings, "Sherlock Holmes" will have had the advantage of the most powerful audience buildup in the history of Baltimore Television, to guarantee the series as a continuing vehicle in the Baltimore market.

★

EVERY NIGHT (except Wed.)
10:00--10:30 P. M.
Sept. 25th thru Oct. 29th

3 participations available
within each program

***In Maryland Most People Watch*** **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

# FREE & PETERS, INC.

*Pioneer Station Representatives Since 1932*

**NEW YORK**
*250 Park Avenue*
PLaza 1-2700

**CHICAGO**
*230 N. Michigan Ave.*
Franklin 2-6373

**DETROIT**
*Penobscot Bldg.*
Woodward 1-4255

**ATLANTA**
*Glenn Bldg.*
Murray 8-5667

**FT. WORTH**
*406 W. Seventh St.*
Fortune 3349

**HOLLYWOOD**
*6331 Hollywood Blvd.*
Hollywood 9-2151

**SAN FRANCISCO**
*Russ Building*
Sutter 1-3798

# WOMEN Again!

WITH more than 15,000,000 of them spending an average of 3 hours a day with the stations he represents, you'll find your F&P Colonel well versed in the ways of women — and ready to talk about them at the drop of his hat.

Furthermore, he has a number of plans up his sleeve designed to *keep* your product before the ladies who buy soaps and soups and such for America's *biggest* families . . . and do it at low rates and low, low cost-per-thousand . . . daytime.

For documentation and specific schedules, your F&P Colonel wants to drop his hat in *your* office.

**Representing VHF Television Stations:**

| | | VHF CHANNEL | PRIMARY |
|---|---|---|---|
| **EAST — SOUTHEAST** | | | |
| WBZ-TV | Boston | 4 | NBC |
| WGR-TV | Buffalo | 2 | NBC |
| WWJ-TV | Detroit | 4 | NBC |
| WPIX | New York | 11 | IND |
| WPTZ | Philadelphia | 3 | NBC |
| KDKA-TV | Pittsburgh | 2 | NBC |
| WCSC-TV | Charleston, S. C. | 5 | CBS |
| WIS-TV | Columbia, S. C. | 10 | NBC |
| WDBJ-TV | Roanoke | 7 | CBS |
| WTVJ | Miami | 4 | CBS |
| **MIDWEST — SOUTHWEST** | | | |
| WHO-TV | Des Moines | 13 | NBC |
| WOC-TV | Davenport | 6 | NBC |
| WDSM-TV | Duluth-Superior | 6 | NBC |
| WDAY-TV | Fargo | 6 | NBC |
| WCCO-TV | Minneapolis-St. Paul | 4 | CBS |
| KMBC-TV | Kansas City | 9 | ABC |
| WBAP-TV | Fort Worth-Dallas | 5 | ABC-NBC |
| KFDM-TV | Beaumont | 6 | CBS |
| KENS-TV | San Antonio | 5 | CBS |
| **WEST** | | | |
| KBOI-TV | Boise | 2 | CBS |
| KBTV | Denver | 9 | ABC |
| KGMB-TV<br>KMAU—KHBC-TV | Honolulu<br>Hawaii | 9 | CBS |
| KRON-TV | San Francisco | 4 | NBC |

(A&A continues from page 32)

# U. S. '54 PERSONAL INCOME UP $2 BILLION

**Personal income hits $285 billion, 1% above 1953 and within a 2% range of 1953 in 34 of the states.**

PERSONAL income in the United States totaled $285,368,000,000 in 1954, 1% or $2 billion above 1953, with most states showing continued increases, according to the Office of Business Economics, Dept. of Commerce.

Income was within a 2% range of 1953 in 34 states and the District of Columbia, and less than 4% in most of the remaining states. Largest increases were in Nevada (9%), Iowa (8%), Nebraska (6%) and Florida (6%).

Personal income measures the current income (before deduction of taxes) received by residents of the various states from all sources, including wages and salaries, net incomes of unincorporated enterprises (including farms), net rental income, dividends, interest and such items as social insurance benefits, direct relief and veterans pensions and benefits.

"Although personal income was lower last year in a number of widely scattered states," the office found, "the largest decreases amounted to only 4%. These occurred in Indiana, South Carolina, and West Virginia. The decline in Indiana was centered in manufacturing. Total factory payrolls dropped 12% from 1953 to 1954 in this industrial state, as against 5% nationally. South Carolina's contraction in personal income was due to sharp declines in both farming and construction. In West Virginia, still another factor was dominant—a payroll drop of nearly one-fourth in mining that marked an extension of declines in both 1952 and 1953."

| | Amount of Personal Income (Millions of dollars) | | | Percent change | |
|---|---|---|---|---|---|
| | 1929 | 1953 | 1954 | 1929 to 1954 | 1953 to 1954 |
| Continental United States | 85,661 | 283,388 | 285,368 | 233 | 1 |
| **New England** | 7,125 | 18,716 | 18,893 | 165 | 1 |
| Connecticut | 1,641 | 5,145 | 5,159 | 214 | 0 |
| Maine | 479 | 1,316 | 1,328 | 177 | 1 |
| Massachusetts | 3,862 | 9,335 | 9,466 | 145 | 1 |
| New Hampshire | 322 | 850 | 883 | 174 | 4 |
| Rhode Island | 596 | 1,538 | 1,526 | 156 | −1 |
| Vermont | 225 | 532 | 531 | 136 | 0 |
| **Middle East** | 28,259 | 75,311 | 75,863 | 168 | 1 |
| Delaware | 240 | 869 | 880 | 267 | 1 |
| District of Columbia | 615 | 1,896 | 1,885 | 207 | −1 |
| Maryland | 1,260 | 5,008 | 5,045 | 300 | 1 |
| New Jersey | 3,714 | 11,585 | 11,769 | 217 | 2 |
| New York | 14,105 | 33,325 | 34,228 | 143 | 3 |
| Pensylvania | 7,531 | 20,066 | 19,604 | 160 | −2 |
| West Virginia | 794 | 2,562 | 2,452 | 209 | −4 |
| **Southest** | 9,196 | 40,839 | 40,819 | 344 | 0 |
| Alabama | 856 | 3,381 | 3,274 | 282 | −3 |
| Arkansas | 564 | 1,792 | 1,760 | 212 | −2 |
| Florida | 753 | 5,035 | 5,313 | 606 | 6 |
| Georgia | 1,015 | 4,528 | 4,460 | 339 | −2 |
| Kentucky | 1,020 | 3,656 | 3,620 | 255 | −1 |
| Louisiana | 866 | 3,741 | 3,751 | 333 | 0 |
| Mississippi | 570 | 1,894 | 1,856 | 226 | −2 |
| North Carolina | 1,046 | 4,955 | 5,028 | 381 | 1 |
| South Carolina | 470 | 2,527 | 2,414 | 414 | −4 |
| Tennessee | 982 | 4,072 | 4,074 | 315 | 0 |
| Virginia | 1,054 | 5,258 | 5,269 | 400 | 0 |
| **Southwest** | 4,254 | 18,722 | 19,084 | 349 | 2 |
| Arizona | 254 | 1,428 | 1,468 | 478 | 3 |
| New Mexico | 171 | 1,058 | 1,079 | 531 | 2 |
| Oklahoma | 1,077 | 3,165 | 3,187 | 196 | 1 |
| Texas | 2,752 | 13,071 | 13,350 | 385 | 2 |
| **Central** | 25,468 | 81,844 | 81,947 | 222 | 0 |
| Illinois | 7,280 | 19,595 | 19,812 | 172 | 1 |
| Indiana | 1,973 | 8,081 | 7,769 | 294 | −4 |
| Iowa | 1,419 | 4,099 | 4,443 | 213 | 8 |
| Michigan | 3,803 | 14,497 | 14,172 | 273 | −2 |
| Minnesota | 1,539 | 4,992 | 5,148 | 235 | 3 |
| Missouri | 2,275 | 7,038 | 7,122 | 213 | 1 |
| Ohio | 5,178 | 17,346 | 17,293 | 234 | 0 |
| Wisconsin | 2,001 | 6,196 | 6,188 | 209 | 0 |
| **Northwest** | 3,965 | 13,129 | 13,414 | 238 | 2 |
| Colorado | 642 | 2,515 | 2,528 | 294 | 1 |
| Idaho | 225 | 876 | 857 | 281 | −2 |
| Kansas | 999 | 3,275 | 3,417 | 242 | 4 |
| Montana | 312 | 1,084 | 1,070 | 243 | −1 |
| Nebraska | 811 | 2,103 | 2,234 | 175 | 6 |
| North Dakota | 253 | 742 | 753 | 198 | 1 |
| South Dakota | 288 | 868 | 895 | 211 | 3 |
| Utah | 284 | 1,126 | 1,130 | 298 | 0 |
| Wyoming | 151 | 540 | 530 | 251 | −2 |
| **Far West** | 7,394 | 34,827 | 35,348 | 378 | 1 |
| California | 5,502 | 26,592 | 27,026 | 391 | 2 |
| Nevada | 79 | 466 | 507 | 542 | 9 |
| Oregon | 647 | 2,906 | 2,881 | 345 | −1 |
| Washington | 1,166 | 4,863 | 4,934 | 323 | 1 |

## Jay Quits Presidency Of Hazel Bishop Inc.

NORMAN JAY, president of Hazel Bishop Inc., has resigned effective Oct. 31, it was announced last week by Raymond Spector, chairman of the board of Hazel Bishop. Mr. Jay will remain with the company as a director and a substantial stockholder.

Mr. Spector stated that a new president will be elected after the annual stockholders meeting in February. In the meanwhile Mr. Jay's duties will be assumed by Donald Burr, who has been vice president in charge of sales for the company for the past three years.

Mr. Burr and Emil K. Ellis have been elected directors of Hazel Bishop.

## Glass Container Institute Opens Coast Radio-Tv Test

THE Glass Container Mfrs. Institute in Los Angeles, on behalf of all brands of bottled soft drinks in the Southern California market, is conducting a radio and television campaign which started in mid-September in Los Angeles with 144 radio spots on KFWB and 100 on KLAC, and, beginning the next day, 159 spots on KMPC and 100 on KBIG. For television, 16 spots four days a week were scheduled on KHJ-TV Los Angeles on *Adventure Theatre*. All radio spots are 30 seconds and the television spots one minute. A different bottler's brand of soft drinks was featured in the tv participations on each occasion. The campaign will be concluded on Oct. 11. Kenyon & Eckhardt, New York, is the agency.

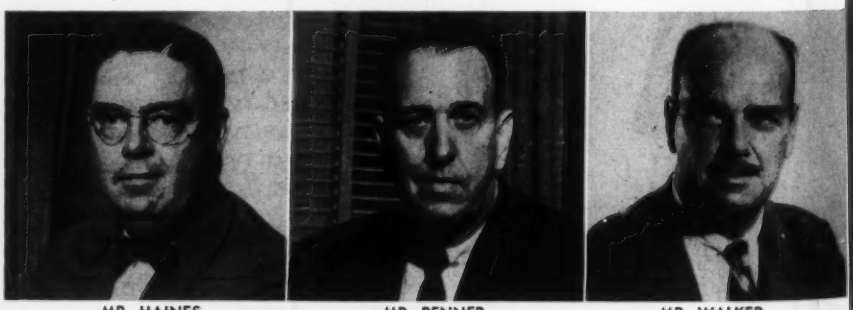
## GE Appoints McCormick

APPOINTMENT of Harold J. McCormick as manager of advertising and sales promotion for the radio and television department of the General Electric Co., Syracuse, was announced last week by Jack S. Beldon, department marketing manager. Mr. McCormick, who will assume his new post on Oct. 1, will direct all promomotional activities for GE's radio, television and high fidelity products.

Mr. McCormick most recently has served GE as radio and tv district sales manager in the New York metropolitan area. Previously, he had been GE contact with its agency, Maxon Inc.

## American Tobacco Buys

NBC-TV's *Justice* series, based on actual cases from the files of the Legal Aid Society, will return to the network on Oct. 2 (Sun., 10:30-11 p.m. EDT) under sponsorship of American Tobacco Co. (Filter Tip Tareytons), New York, through M. H. Hackett Co., New York.



MR. HAINES MR. RENNER MR. WALKER

COMPTON ADV., New York, has elected three new vice presidents, Barton A. Cummings, president of the agency, announced last week. They are: Henry A. Haines, secretary; George J. Renner, account executive, and James G. Walker, account executive.

Mr. Haines joined the agency in 1953 and was appointed secretary the same year. He will now be head fiscal officer of the firm. Mr. Renner, with the company since 1951, is the account executive on Neolite shoe products division of the Goodyear Tire & Rubber Co., typewriter division of Remington-Rand, and the Kelly-Springfield Tire Co. accounts. Mr. Walker joined Compton last year and is the account executive on Sterling Drug and Personal Products Corp. accounts.

# *Seattle's gone Monitor!*

MONITOR

*Yes, Seattle's* SOLD *on* MONITOR *and* KOMO.

HERE'S THE STORY . . .

**DATELINE: SUNDAY, JUNE 12, 1955**

The beginning of Week-end Monitor over NBC Radio Network and KOMO, Radio Seattle.

**DATELINE: MONDAY, JUNE 13, 1955**

The beginning of KOMO Radio Seattle's "DIAL 1000". . . 4¼ hours a day with local flavor and local communicators . . . 5:45 a. m. to 10:00 a. m. Monday through Friday . . . called by listeners, agencies and clients "Seattle's own Monitor."

**DATELINE: SEPTEMBER, 1955**

For three months approximately 36% of KOMO's broadcasting hours have been devoted to week-end "Monitor" and "DIAL 1000." Now the results are in. Seattle's wild about this new concept in programming. "Monitor" is consistently *sold out* EVERY WEEK END . . . "DIAL 1000" has become the "Voice of the Great Pacific Northwest."

**DATELINE: NOVEMBER 7, 1955**

**WEEKDAY MONITOR**

We're ready for it! . . . Seattle wants MORE "Monitor." For "DIAL 1000" availabilities and availabilities in "Monitor" week-ends and week-days . . . contact NBC Spot Sales.

KOMO RADIO

**NBC for SEATTLE and WESTERN WASHINGTON**

# KTVO

**PRESENT SET COUNT 168,932**

*"The Nation's Most Powerful Rural* **TV** *Station"*

*"A MILLION WITH A BILLION TO SPEND"*
(Including Fringe Area)

# *Plus*

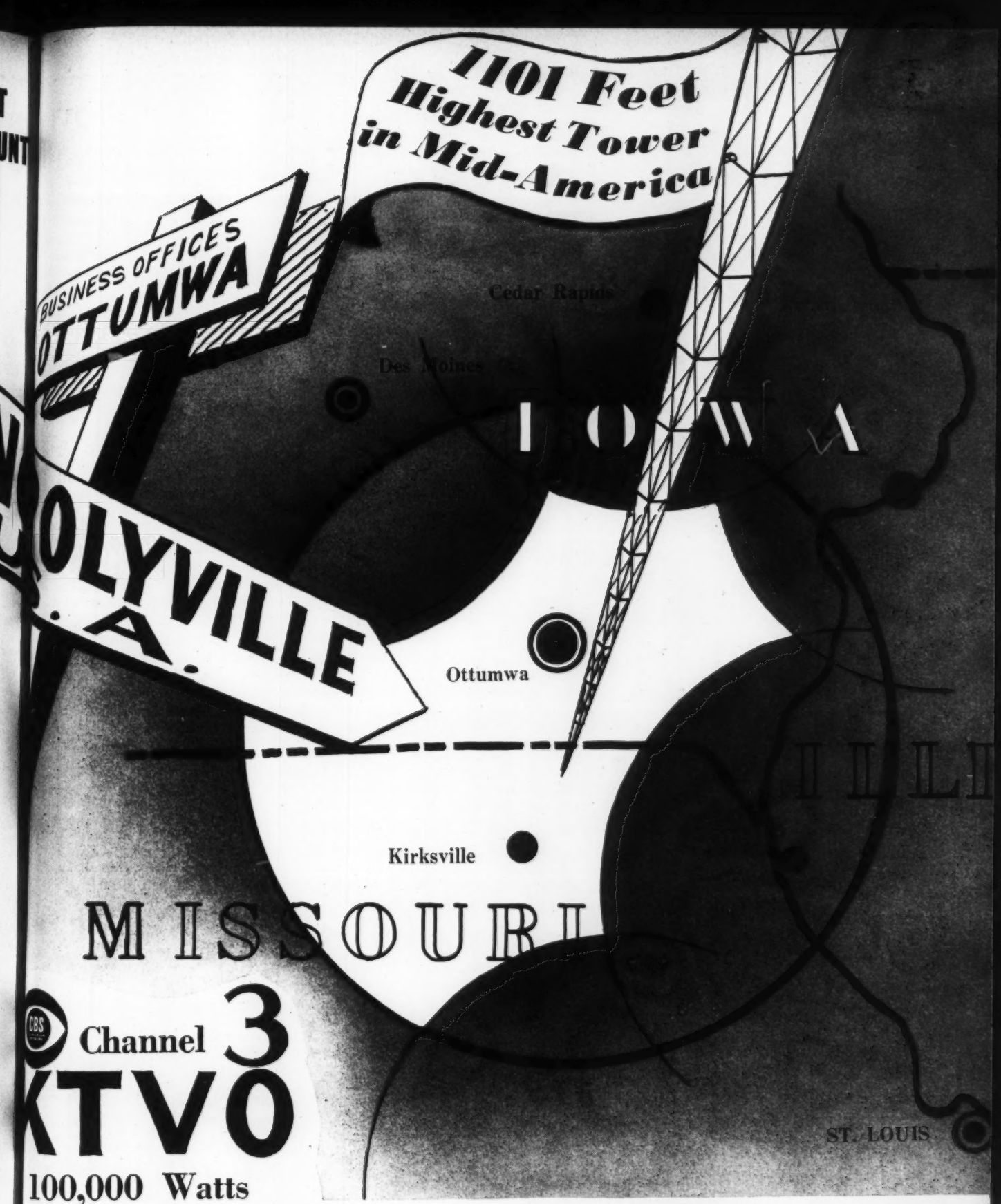
## "Monopolyville, U. S. A."

***"THAT AREA OF UNDUPLICATED COVERAGE-- UNSERVED BY THE GRADE B OR BETTER SIGNAL OF ANY OTHER TELEVISION STATION."***

**Now - - COMPARE KTVO'S "MONOPOLY MARKET" With the Nation's Ranking Metropolitan Markets***

| | *CITY* | *POPULATION* | *TV STATIONS*** |
|---|---|---|---|
| 1 | NEW YORK | 13,630,800 | 9 |
| 2 | CHICAGO | 5,885,100 | 8 |
| 3 | LOS ANGELES | 5,254,300 | 9 |
| 78 | DULUTH-SUPERIOR | 267,900 | 2 |
| 79 | CHATTANOOGA | 262,900 | 2 |
| 80 | READING | 262,400 | 2 |
| | **KTVO's MONOPOLYVILLE** | **257,495 CAPTIVE AUDIENCE** | **1 ONLY** |
| 81 | SPOKANE | 254,700 | 3 |
| 82 | HUNTINGTON-ASHLAND | 254,000 | 2 |
| *Others* | | | |
| 83 | DAVENPORT-ROCK ISLAND-MOLINE | 253,600 | 2 |
| 89 | DES MOINES (AMES) | 240,400 | 3 |
| 159 | CEDAR RAPIDS | 111,100 | 2 |

## Channel 3 and CBS Affiliate




# KTVO

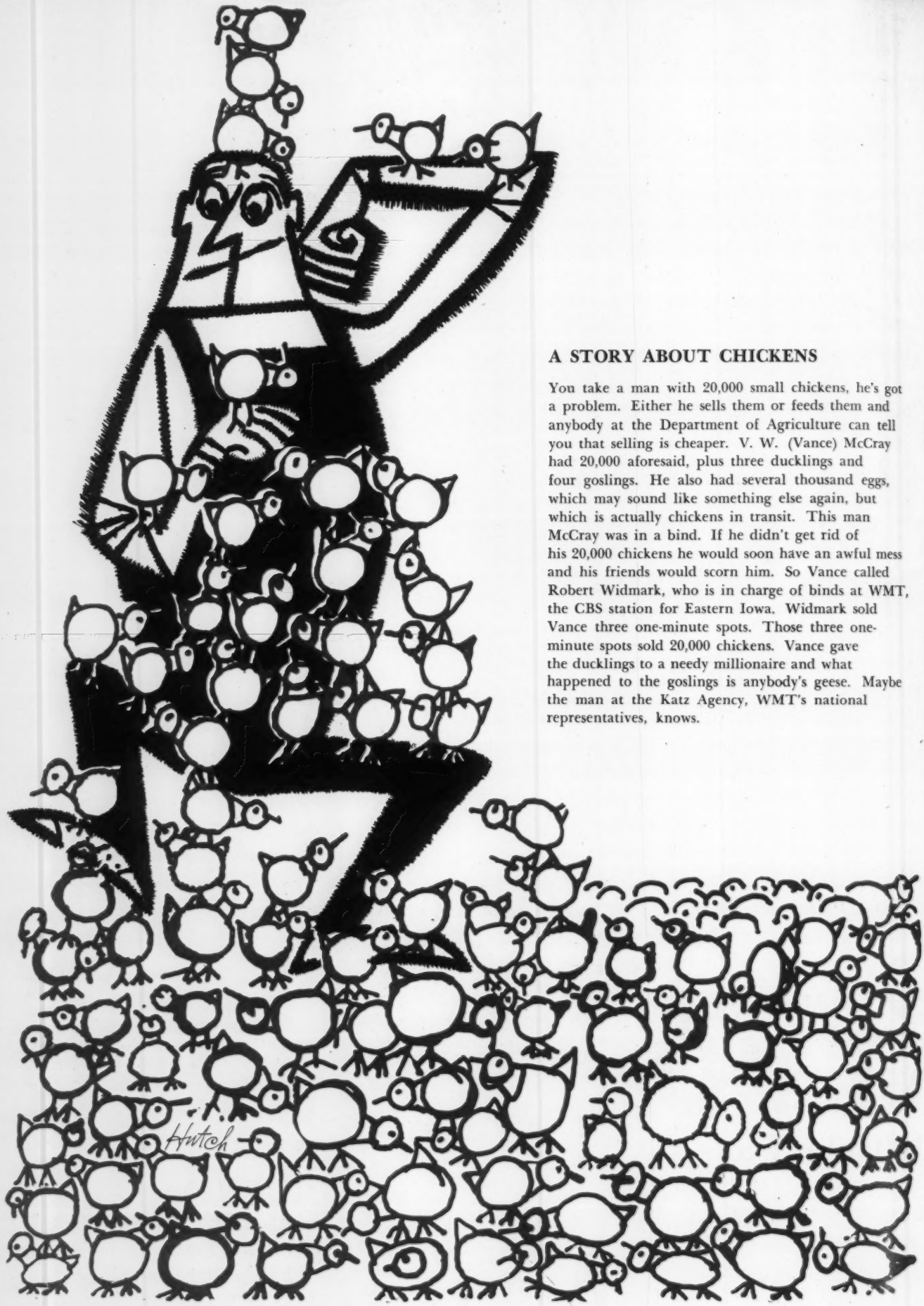
*Business Offices:*

OTTUMWA, IOWA

James J. Conroy, President

***Write, wire or phone MUrray 2-4535 Collect for additional information or just to visit about --***

***"THE NATION'S MOST POWERFUL RURAL TV STATION"***




## A STORY ABOUT CHICKENS

You take a man with 20,000 small chickens, he's got a problem. Either he sells them or feeds them and anybody at the Department of Agriculture can tell you that selling is cheaper. V. W. (Vance) McCray had 20,000 aforesaid, plus three ducklings and four goslings. He also had several thousand eggs, which may sound like something else again, but which is actually chickens in transit. This man McCray was in a bind. If he didn't get rid of his 20,000 chickens he would soon have an awful mess and his friends would scorn him. So Vance called Robert Widmark, who is in charge of binds at WMT, the CBS station for Eastern Iowa. Widmark sold Vance three one-minute spots. Those three one-minute spots sold 20,000 chickens. Vance gave the ducklings to a needy millionaire and what happened to the goslings is anybody's geese. Maybe the man at the Katz Agency, WMT's national representatives, knows.

# FTC SETS RULES ON CIGARETTE ADS

**Federal Trade Commission issues seven prohibitions advertisers must heed in persuading smokers to try their brands.**

IN A CLEAR statement of what cigarette advertisers may and may not claim in their efforts to get people to switch brands, the Federal Trade Commission Thursday made public seven guides which will be used by its staff to evaluate cigarette advertising and to determine whether it violates FTC standards.

The guides are a result of conferences which began in September 1954 between the FTC and cigarette producers. The commission noted that "substantial conformity" with the guides has occurred while the conferences were in progress, but warned that there would be a crackdown in cases of non-compliance.

To conform to the spirit of the guides advertisers may not:

- Refer to the presence or absence of any physical effects of smoking in general or smoking any particular brand (including those words relating to filters or filtration).
- Claim less nicotine, tars, resins, etc., than any other brand, unless it can be proved by competent scientific fact and the difference is significant.
- Refer to the effects of cigarette smoking on nose, throat or any other part of the body.
- Claim medical approval of smoking in general or of smoking a particular brand.
- Compare against other brands volume of sales, purchase, use, or quality of tobacco, when such comparison cannot be backed up by reliable information available at that time.
- Use testimonials on cigarette smoking or on smoking a particular brand unless the testimonial is genuine, is believed to represent the current opinion of the author who currently smokes said brand, and does not violate any of the other guides.
- Falsely disparage other cigarette manufacturers or their products.

In making public the standards, the FTC made clear that nothing in the guides should be construed to be a prohibition of any claims or representations which refer only to taste, flavor, aroma, or enjoyment. Nor would they serve to modify the provisions of any existing FTC orders or stipulations or alter the advertiser's responsibility in compliance with them, the commission said in its statement last week.

## LATEST RATINGS

### NIELSEN

Top 10 Television Programs
Two Weeks Ending Aug. 27, 1955
Number of Tv Homes Reached

| Rank | Program | Homes (000) |
|---|---|---|
| 1 | 64,000 Dollar Question (CBS) | 15,830 |
| 2 | Toast of the Town (CBS) | 13,037 |
| 3 | Those Whiting Girls (Gen. Foods) (CBS) | 10,585 |
| 4 | Lux Theatre (NBC) | 10,188 |
| 5 | I've Got a Secret (CBS) | 9,762 |
| 6 | Climax (CBS) | 9,658 |
| 7 | Disneyland (ABC) | 9,213 |
| 8 | United States Steel Hour (CBS) | 9,148 |
| 9 | Robert Montgomery (Warner) (NBC) | 9,106 |
| 10 | Dragnet (NBC) | 9,088 |

Per Cent of Tv Homes Reached
Program Station Basis

| RANK | Program | Homes % |
|---|---|---|
| 1 | 64,000 Dollar Question (CBS) | 48.0 |
| 2 | Toast of the Town (CBS) | 39.4 |
| 3 | Lux Theatre (NBC) | 31.7 |
| 4 | Those Whiting Girls (Gen. Foods) (CBS) | 31.4 |
| 5 | Climax (CBS) | 30.4 |
| 6 | I've Got a Secret (CBS) | 29.6 |
| 7 | United States Steel Hour (CBS) | 29.2 |
| 8 | Robert Montgomery (Warner) (NBC) | 28.2 |
| 9 | Disneyland (ABC) | 27.7 |
| 10 | Max Liebman Presents (NBC) | 27.3 |

Copyright 1955 by A. C. Nielsen Co.

## Calif. Soft Drink Firm Setting Up Spot Campaign

RADIO is the only consumer advertising medium being used by Sparkling Life Co. of America, Los Angeles, in an effort to revitalize the sale and distribution of its 16-year old product, Sparkling Life soft drink beverages. Through John L. Sullivan Adv., Los Angeles, Sparkling Life is launching a major radio saturation spot campaign that eventually may spread through the 30 states in which the product is marketed.

G. W. PERKINS (seated), president of Sparkling Life, signs for 10,000 spots annually on KSDO San Diego under watchful eyes of (l to r, standing) agency president John L. Sullivan; Walter Lake, KSDO's Los Angeles representative, and Ira Schroeder, Sparkling Life's vice president in charge of sales.

Pilot venture is starting on KSDO San Diego, using 200 spots weekly for 52 weeks, stated John L. Sullivan, agency president, and KFOX Long Beach, Calif., has been signed on the same basis of 10,000 spots annually starting in early October. Mr. Sullivan said that radio has been chosen as the exclusive medium because of its flexibility in meeting merchandising problems as they arise, in addition to its mass circulation impact.

## New Officers Named To Whirlpool-Seeger

NEW officers were elected to the board of the newly-formed Whirlpool-Seeger Corp. at a directors' meeting in St. Joseph, Mich., on Sept. 16, coincident with the effective incorporation date of the new Delaware corporation. Elected vice presidents of the new company, which marks RCA's entrance into the black-and-white appliance field, are Donald W. Alexander, John W. Craig, Neil H. Griebenow, John A. Hurley, John W. Krueger, Robert M. Mitchell and Robert S. Upton. Additional officers are Walter Holt, assistant treasurer; Clarence W. Moberg, assistant secretary and assistant treasurer, and Bartley K. Moore, assistant secretary.


new!
KCRA-TV
changes the picture completely in California's rich Sacramento Valley!
channel 3
Complete NBC basic programming — with TV stars and programs never before seen in the area — has come to the fabulous Sacramento Valley!
Sacramento's new station — KCRA-TV, Channel 3 — is the only low band VHF station in the Valley. 100,000 watts maximum power. The television picture has changed in Sacramento — a change that affects you, your clients and the viewing habits of thousands of Sacramento Valley families.
Be sure to re-evaluate your television advertising in the Sacramento-Stockton market. Take a second look at your present spot schedules and programs. Then call Petry.
*KCRA-TV delivers one of the country's richest markets, with spendable income of more than two billion dollars!*
KCRA-TV channel 3
Sacramento, Calif.
100,000 WATTS
MAXIMUM POWER
"THERE'S LOTS TO SEE ON CHANNEL 3"
NBC BASIC AFFILIATE
represented by Edward Petry & Co.

*First, NBC revitalized*
*week-end radio . . .*
*Now,*

# "WEE

# KDAY"

*will be companion*
*and adviser to America's women*
*every Monday through Friday.*
***Premiere, November 7th.***

Call your NBC Radio Representative for full details.

**Exciting things are happening on the** NBC

Radio Network *a service of* RCA

# 'BREAKTHROUGH' ON IN COLOR—SARNOFF

## RCA-NBC board chairman tells Washington Ad Club color tv will be a 'major' factor in the industry by the end of 1956.

"WE are now witnessing the beginning of the breakthrough of color television."

With those words, Brig. Gen. David Sarnoff, RCA board chairman, told members of the Washington (D. C.) Ad Club, that by the end of 1956 color tv will be a "major" factor in the broadcasting industry.

Gen. Sarnoff addressed the Capital's advertising fraternity after receiving a plaque for outstanding service in radio and tv. The presentation was made by FCC Chairman George C. McConnaughey.

Reviewing the upsurge in the use of color for cars, kitchen equipment, playroom furniture and containers, Gen. Sarnoff called attention to the "revolution" in packaging which is underway.

"Color is to vision what melody is to sound," he stated.

"The alert broadcaster and sponsor," General Sarnoff went on, "is therefore embracing color to keep abreast of progress and to take fullest advantage of what television has to offer. It seems to me that the broadcaster who is in a position to add color to his programs and fails to do so is handicapped in the race for business. The sponsor who adopts a waiting attitude will lose markets to competitors who go all out for color. Nearly everything worth the effort and cost of selling at all, deserves the extra attention and memory appeals of natural color."

Color television, the RCA chairman said, is "the natural, the inevitable next step [in television]."

Eighty percent of RCA's billion dollar business this year will be in products and services not on the market ten years ago, Gen. Sarnoff declared. Ten years from now, he prophesied, it is likely that 80% of the business done by electronic companies will again be in products and services not on the market today.

Gen. Sarnoff also repeated what he has predicted before: that "before long . . . we shall look clear around this globe as easily as we now talk around it by radio."

The RCA chairman estimated that 8 million tv sets and 12 million radio sets will be sold in the U.S. this year.

At the head table were FCC members, network vice presidents, local radio station and trade paper executives, and Rep. J. Percy Priest, chairman, House Commerce Committee; Judge Justin Miller, former NARTB president, and James D. Secrest, Radio-Electronics-Tv Mfrs. Assn.

# RCA Victor Starts All-Media Drive For 21" Color Sets

RCA Victor last week kicked-off a nationwide all-media campaign to promote its 21-inch color tv receiver. J. M. Williams, advertising and sales promotion manager, promised coverage in every U. S. market area where color tv signals can be received, stating, "We will make widespread use of RCA-sponsored radio and television shows on NBC—such mass-audience programs as *Producer's Showcase*, Milton Berle . . . and *Monitor*."

Mr. Williams also pointed out that RCA will concentrate its big promotional guns on the hotel and tavern field, indicating to these markets the importance of color tv as a traffic builder. Scheduled daytime color shows such as the current *Howdy-Doody* and proposed *Matinee Theatre* will also provide dealers with outstanding opportunities for in-store color tv demonstrations, Mr. Williams added.

The campaign will last through the fall and winter. In addition to the advertising schedule, RCA Victor Television Division has prepared distributor-dealer promotional kits to tie in with the World Series and NCAA football games.

# Chicago Agencies Gross $97.5 Million

GROSS receipts reached $97.5 million for Chicago advertising agencies in 1954 and total advertising volume, including commissioned business and that placed through individual firms, is now over the $1 billion mark.

These figures were cited by Thomas H. Coulter, chief executive officer of the Chicago Assn. of Commerce & Industry, in an address during a preview workshop series sponsored by the Chicago Federated and Women's Advertising clubs of that city last Tuesday.

Tracing Chicago's growth as an advertising center and "new boom town," Mr. Coulter noted the city has 644 agencies with estimated payrolls of $60 million today compared to 355 with $32 million in 1948. Gross receipts rose $32.5 million in the past seven years. Commissioned advertising now exceeds $65 million, he added.

Mr. Coulter also scored "executives who take their advertising accounts to New York and . . . the networks who ship their talent there" as a brand of "civic sabotage."

Special panel on "Advertising—The Best Job in the World" included Fairfax Cone, president, Foote, Cone & Belding; Kenneth Laird, president, Tatham-Laird Inc.; Earle Ludgin, board chairman, Earle Ludgin & Co.; E. H. Weiss, president, Weiss & Geller Inc.; John McLaughlin, director of sales and advertising, Kraft Foods Co., and Raymond Weber, advertising manager, Swift & Co. Each panelist told why he likes advertising as a career and offered suggestions on how to enter the field.

PRESENT at the contract signing providing for N. C. Rorabaugh Co. to furnish TvB with spot expenditures by company and brands [B•T, Sept. 19] were (l to r): N. C. Rorabaugh, head of company bearing his name; Dr. Leon Arons, TvB director of research, and TvB President Oliver Treyz.

## COLOR

### Advance Schedule Of Network Color Shows

**CBS-TV**

Sept. 27 (9:30-10 p.m. EDT) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner on alternate weeks. (Also Oct. 4, 11, 18, 25.)

Oct. 1 (7-7:30 p.m. EDT) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan. (Also Oct. 8, 15, 22, 29.)

Oct. 6 (8:30-9:30 p.m. EDT) *Shower of Stars*, "Time Out for Ginger," Chrysler Corp. through McCann-Erickson.

Oct. 20 (8:30-9:30 p.m. EDT) *Climax*, Chrysler Corp. through McCann-Erickson.

Oct. 22 (9:30-11 p.m. EDT) *Ford Star Jubilee*, "Together With Music," Ford Motor Co. through J. Walter Thompson Co.

**NBC-TV**

Sept. 26-30 (11a.m.-noon EDT) *Home*, color inserts daily at 11:45 a.m.-noon. Participating sponsors.

Sept. 26-30 (5:30-6 p.m. EDT) *Howdy Doody*. (Also Oct. 3-7, Oct. 10-14, Oct. 17-21, Oct. 24-28.) Participating sponsors.

Late Sept. All World Series games played in New York will be telecast in color. Dates not definite.

Sept. 27 (8-9 p.m. EDT) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus Co. and RCA and Whirlpool Corp. through Kenyon & Eckhardt. (Also Oct. 18.)

Oct. 1 (9-10:30 p.m.) *Max Liebman Presents*, "Heidi," Oldsmobile through D. P. Brother.

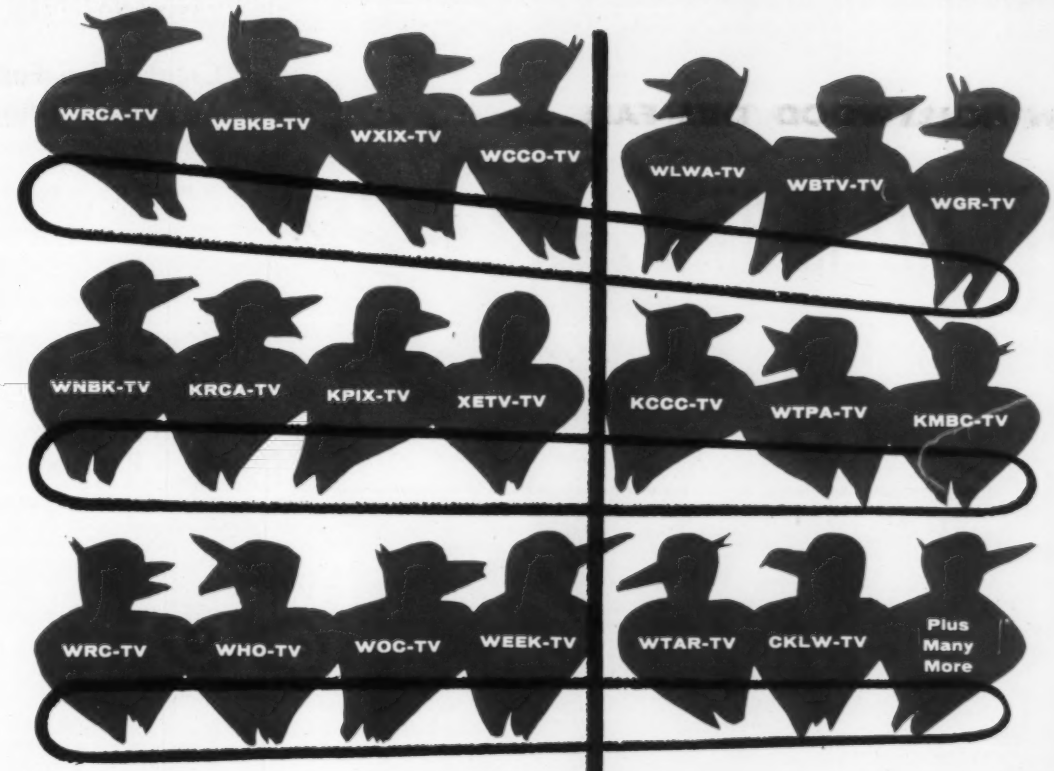
Oct. 9 (7:30-9 p.m.) *Color Spread*, "Show Biz." Participating sponsors.

Oct. 15 (2:45-5:30 p.m. EDT) NCAA Fooball, Notre Dame vs. Michigan State. Participating sponsors.

Oct. 17 (8-9:30 p.m. EDT) *Producers Showcase*, "Cyrano de Bergerac," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

Oct. 23 (4-5:30 p.m. EDT) *Hallmark Hall of Fame* "Alice in Wonderland," Hallmark cards through Foote, Cone & Belding.

**[Note: This schedule will be corrected to press time of each issue of B•T]**




## Birds of a feather flock together

and these early-birds are flying away with the ratings with . . .

# "Watch the Birdie"

*TV's Only Animated Quiz Show for Children*

Here's a refreshingly new and different TV show idea — specially-designed for the young fry and their parents. Available in 5-, 15-, 30- or 60-minute segments. Easy to program — a perfect participation spot-carrier. Will hypo an established show. "Watch the Birdie" is clicking all across the country. For example, WRCA-TV, New York, pulled 10,000 registrations in the first three days on the air. Be the early bird in your market . . . and watch sales and ratings soar skyward.

**Wire for full information today**

You're in good company when you buy "Watch the Birdie." No going out on the limb here. Already the nation's top TV stations and sponsors, such as Malt-O-Meal, Georgia Milk Producers Confederation, Thoro Bred Dog Food, Quality Bakers of America and Dairy Mart, are presenting the only animated quiz show for children — and with fabulous sponsor results. You couldn't ask for better company — or a better recommendation.

**RICHARD H ULLMAN INC.**

295 DELAWARE AVENUE
BUFFALO 2, N. Y., CL. 2066

2133 N. W. 11th AVENUE
MIAMI 37, FLORIDA, Phone 2-2655

IN HOLLYWOOD THIS FALL...

"IT'S SIZZLIN' ON 7"

WITH ALL
THE ABC NETWORK SHOWS...
PLUS

SUPERMAN
LONG JOHN SILVER
CISCO KID
WILD BILL HICKOK
BUFFALO BILL JR.
ANDY'S GANG
STUDIO 57
THE JACK OWENS SHOW
THE AL JARVIS SHOW

DON'T LET YOUR CLIENTS "COOL"
PLACE THEM ON THE SUNNYSIDE OF SALES

WITH CHANNEL 7 KABC-TV
the station with life



## Creativision Formed To Assist Ad Agencies

CREATIVISION, a new tv service has been formed in New York, offering varied services to advertising agencies. It will be closely associated with Victor Kayfetz Productions Inc. and will exchange production staff and facilities.

Winfield Hoskins and Victor Kayfetz are principal associates of the new organization. Mr. Hoskins was formally tv copy supervisor of Needham, Louis & Brorby, Chicago agency, and Mr. Kayfetz has been producing films under his own name.

## Swan Joins Dorrance Co. As V.P., Account Executive

JOHN D. SWAN has joined Dorrance & Co., New York advertising promotion firm, as vice president and senior account executive.

MR. SWAN

Mr. Swan, a graduate of Princeton U., comes to Dorrance from WCAX Burlington, Vt., where he has been station manager for five years. He was instrumental in the planning and organization of WCAX-TV when that station went on the air a year ago this month.

## SB&W Elects McKenna

WILLIAM J. McKENNA Jr, vice president and copy chief, Scheideler, Beck & Werner, New York, has been elected to the agency's board of directors. He has been with the agency since it was founded in 1951 and also is chairman of the plans board. He formerly was with Young & Rubicam and McCann-Erickson, New York.

MR. McKENNA

## Joseph Whit, Agency V.P., Dies

FUNERAL services were held in Chicago Tuesday for Joseph H. White, 49, vice president in charge of research at Weiss & Geller Inc., Chicago advertising agency. He died the preceding day at West Side Veterans Hospital. Mr. White had been with Weiss & Geller since 1952 and previously headed his own merchandising and management consultant firm. He is survived by his wife, Eleanor; mother, Mrs. Lena H. White; a son, Joel, and brother, Lester M.

## Two Join Cabot Agency

VALENTINE HOLLINGSWORTH Jr., account executive, and Louis Panarelli, art director, have joined Harold Cabot & Co. Inc., advertising agency, Boston. Mr. Hollingsworth had been administrative assistant to the general sales manager of Hollingsworth & Whitney Division, Scott Paper Co., Boston, for the past four years. Mr. Panarelli was an assistant art director at Ted Bates Co., New York.

ALL

EYES

ARE ON

WGTH-TV

CBS Programs Start Oct. 1st . . .
on channel 18

bringing the rich Hartford, Connecticut market the tops in Television entertainment . . .

GENERAL TIMES TELEVISION CORPORATION

for rates and availabilities, contact
H-R Representatives, Inc., 380 Madison Avenue, New York

## ADVERTISERS & AGENCIES

### SPOT NEW BUSINESS

**Speed-Kleen** (neutral handcleanser), to be introduced in fall by Landon Labs, Kansas City, Mo., planning extensive market to market tv spot campaign. Time in several midwestern markets will be purchased by Jackson, Haerr, Peterson & Hall, Jefferson City (Mo.) office.

**Continental Oil Co.** (Conoco), N. Y., preparing radio-television spot announcement campaign to start next month in Conocoland, mostly Midwest, through Benton & Bowles, N. Y.

**Mueller Macaroni Products** last week started largest campaign in company's history with radio spots in 20 markets for 39 weeks and tv spots in Columbus, Toledo, Cincinnati, Boston, Birmingham and Philadelphia, as well as participation on WOR-TV's *Million-Dollar Movie*. Latter is for 39 weeks, starting Oct. 3. Agency is Scheidler, Beck & Werner, N. Y.

### NETWORK NEW BUSINESS

**Pontiac Div.** of General Motors starts sponsorship of *Playwright Hour* Oct. 4 (NBC-TV, Tues. 9:30 p.m. EST) with a David Davidson adaptation of Philip Wylie's fantasy of angels and H-bombs, "The Answer." Starring Paul Douglas, Nina Foch, Albert Dekker, Walter Abel and Conrad Nagel, premiere show will be produced and directed by Fred Coe and Delbert Mann. MacManus, John & Adams is agency for Pontiac.

**American Maize-Products Co.,** for Amazo, is co-sponsoring Wed., Thurs. and Fri. broadcasts of Ruth Ashton's *Women's New Desk* on 23 Columbia Pacific Radio Network stations, for 13 weeks. Agency: Kenyon & Eckhardt, N. Y.

### AGENCY APPOINTMENTS

**Oklahoma State Dept. of Commerce & Industry** appoints Lowe Runkle Co., Oklahoma City. Media plans not announced.

**Thor Power Tool Co.,** Chicago, appoints Roche, Williams & Cleary Inc., same city, to handle advertising for 1956. Company plans largest advertising campaign in its history, to include television.

### A&A PEOPLE

**Mort Heineman,** vice president, Franklin Bruck Adv., N. Y., elected president, succeeding **Franklin Bruck,** who has become chairman. Mr. Bruck will continue to be active in agency. **Julius Joseph Jr.,** media director, and **Joseph Shaw,** art director, elected vice presidents.

**Margery Carlson,** for the past year with KUTV (TV) Salt Lake City, joins Axelson Adv. Co. there as radio-tv director and copy chief.

**Walter H. Lurie,** formerly in charge of west coast operations, MBS, elected vice president, Bermingham, Castleman & Pierce, N. Y.

**Alfred L. Plant,** account executive, Grey Adv., N. Y., appointed advertising manager of Block Drug Co., Jersey City, N. J.

**Rodney Albright,** senior film producer, Biow-Beirn-Toigo, N. Y., to Sullivan, Stauffer, Colwell & Bayles there, as tv production supervisor.

**Philip J. Kelly,** managing director, Chivas Bros. Import Corp., appointed vice president in charge of marketing, Calvert Distillers Corp., N. Y.

**Brendan Baldwin,** assistant media director, Benton & Bowles, N. Y., to Kenyon & Eckhardt, there, as a media coordinator.

## FILM

# TWO MORE AGREE TO RELEASE MOVIES AS FILM SUIT STARTS IN LOS ANGELES

**Films Inc. and Pictorial Films Inc. follow lead of Republic in accepting consent decree. Government counsel outlines scope of 16mm suit as antitrust proceedings opened last Thursday.**

TWO more feature movie distributors last week, on the eve of a federal antitrust trial in Los Angeles, entered into a consent decree whereby they agreed to release their 16mm prints to television and other non-theatrical outlets after completion of regular 35mm theatre showings. They are Films Inc., pioneer 16mm distributor, and Pictorial Films Inc.

Republic Pictures and its subsidiary, Republic Productions Inc., a fortnight ago made the break and were the first major movie interest to accept a consent decree from Federal District Judge Leon R. Yankwich in which they would release 16mm films for television showing [B•T, Sept. 19.]

The 16mm antitrust proceeding, instituted by the government against the big movie producers and exhibitor associations in 1952, began on the West Coast Thursday before Judge Yankwich as government counsel Samuel Flatow outlined the Justice Dept's evidence alleging a producer-exhibitor conspiracy to keep 16mm features out of tv and all other "outlets" which would create competition with the local 35mm feature film exhibitor.

Special assistant to the U. S. Attorney General in Washington, Mr. Flatow told the court that several years ago Republic "broke rank" and ventured to release some old features to television and "we will show you what the exhibitors did to them."

### Remaining Defendants

Defendents remaining in the historic case include Twentieth Century-Fox Film Corp., Warner Bros. Pictures Inc. and subsidiary Warner Bros. Features Distributing Corp., RKO Radio Pictures Inc. (now owned by General Teleradio Inc., major radio-tv station operator), Columbia Pictures Corp. and subsidiary Screen Gems Inc., and Universal Pictures Co. and subsidiary United World Films Inc.

"Co-conspirators" named by the government in its complaint are Theatre Owners of America Inc. and a half-dozen other regional exhibitor associations. Mr. Flatow explained that MGM and Paramount Pictures Corp. are not defendents in the case because they do not make 16 mm prints of their features for domestic distribution.

Mr. Flatow said the government is not contesting the producer's right to keep 16 mm prints out of circulation until after the 35 mm first runs are completed. He said the anti-trust complaint deals with the general refusal of the movie industry to release the 16 mm films to television at any time and to any other outlet where potential competition with an exhibitor will occur.

"The evidence will prove more than inference of agreement to limit distribution," he said.

Counsel for the defendant producer and exhibitor interests were expected to present their opening summary late Thursday or Friday morning.

Under the Republic Pictures consent decree, the movie producer was given 90 days to offer for licensing on television 80% of its feature film produced and released for exhibition before Aug. 1, 1958. Republic was given an indeterminate period to negotiate with unions, performers and other right holders regarding the release of films made after Aug. 1, 1958. Within two years thereafter, it must license for tv 25% of its feature films which are three years old or older. Each year thereafter, Republic will be required to offer to tv at least 50% of its three-year-old feature products.

The consent decree entered last week by Film Inc. and Pictorial Films were not as specific as that for Republic, but the same general provisions are understood to apply. The court orders stated that "said defendant is ordered and directed to license or offer for licensing in good faith, directly or through distributors, to government and other outlets its feature films available for 16 mm exhibition."

"Government outlets" was defined to mean the armed forces, veterans hospitals and other government agencies as well as the American Red Cross and United Services Organizations Inc. "Other outlets" was defined to mean hotels, clubs, hospitals, churches, etc., but not television.

### Tv's Section

Tv received a special section. The decree read, "said defendant is ordered and directed within 90 days from the date of entry of this final judgment, to license or offer for licensing in good faith, directly or through distributors, for television, its feature films available for television.

"Said defendant is enjoined and restrained from refusing to license or offer for licensing for television in the U. S. any feature film available for television."

The orders did not further define "available for television" but did state the two defendants were not prevented from withdrawing a film from tv after it has been offered for a period of at least three years.

The anti-trust proceeding is expected to consume two or three months, according to the present estimate. The government plans to call about three dozen witnesses, reporters were told, while the counsel for the movie majors will call more than 100 persons to testify.

Deposition of Brig. Gen. David Sarnoff, board chairman of RCA and NBC, was taken earlier this year [B•T, July 25, June 27]. Gen. Sarnoff testified that NBC had made repeated efforts for several years to obtain feature films for television from Hollywood's principal studios but had not been successful.

Mr. Flatow is assisted in the government's prosecution by James M. McGrath, Chief of the Justice Dept.'s Anti-Trust Division at Los Angeles, and trial attorneys Daniel H. Margolis

## Tv Helps Police

GUILD FILMS' *Confidential File* program was credited last week with having induced a 17-year-old girl drug addict to tip off New York police to the location of a dope ring which lured teen-agers into the drug habit. Police reported that the young girl saw *Confidential File*, a series dealing with social problems facing U. S. communities, on WPIX (TV) New York and was moved to telephone the police. As a result of her tip, police made raids on two apartments in the city and arrested three men on narcotics charges.

# MORE TOWER—
# MORE POWER—
# *Delivers*
# A NEW
# *Multi-Market*
# AREA!

## 319,667 ARB TV HOMES

NATIONAL REPRESENTATIVES: THE KATZ AGENCY

| | STA. Z. | STA. Y | CHANNEL 5 |
|---|---|---|---|
| HEIGHT IN FEET ABOVE GROUND | 247 | 578 | 1,179 |
| ABOVE AVE. TERRAIN | 690 | 680 | 1,367 |

## THE SOUTH'S GREAT MULTI-MARKET STATION

T. B. Baker, Jr., *Executive Vice-President and General Manager* • Bob Reuschle, *National Sales Manager*

and Leonard R. Posner from Washington.

Judge Yankwich, a veteran jurist in movie cases, opened the proceeding by advising the participants not to pay any attention to whether others have entered a consent decree or what statements are made or actions are taken outside of the courtroom. "We are dealing with the movie industry, a powerful propaganda organization, with their lawyers doing one thing and press agents another," he said, reminding those present, "I'm good at counter-propaganda too."

When Mr. Flatow proceeded to offer his summary, the judge frequently interrupted with questions and commented, "western judges are talkative." He cautioned the Washington attorney "there are no set speeches in my court, besides, you'll deprive us of a lot of fun. And, you see, will get to know what is on my mind."

Mr. Flatow outlined this history of the 16-mm film industry and said his evidence would show that the 16mm distribution firms agreed not to allow their films to compete with standard 35mm exhibitors. He cited a 1949 letter from the TOA 16mm committee and the committee's 1950 annual report confirming what he alleged was a joint restrictive agreement among all distributors.

### Six Points of Evidence

He outlined the following six areas of evidence to be offered:

First—That as each defendant producing company entered the field of 16mm distributors it adopted a plan of limited distribution, the terms of which contained substantially the same restrictions and limitations of exhibitors. "We do not depend on the theory of conscious parallelism to prove our case, because we believe that in this case affirmative proof of a concert of action is abundant.

"The second category of documents we expect to introduce is to prove that the plan of limited distribution and restricted exhibition of 16mm film was adopted and designed to keep 16mm showings from being competitive with 35mm theatres.

"The third category of documents which we intend to introduce will show that the continued maintenance of the plan was due to extreme pressure of the theatre owners through their co-conspirator exhibitor associations.

"The fourth category are those which show that the specific restrictions and limitations contained in the plan were actually enforced. These are the restrictions alleged in the complaint.

### Adherence to Restrictions

"The fifth category will be offered to show that adherence to the restrictions and limitations were policed by the defendants individually and collectively with the aid, assistance and under the pressure of co-conspirators.

"We expect to show that not only did the defendants police the plan individually but they also policed it collectively, using the legitimate enterprise of policing copyright violations to police violations of the limited plan of 16 mm distributors.

"The sixth category of documents will be offered to show that with demand for 16mm feature films for use on television, as part of the same conspiracy, the defendants uniformly refused to license films for that purpose even though the films had not only been distributing to all theatrical runs, but most of them were actually lying dormant for years in the vaults of the defendants."

Mr. Flatow emphasized to the court that the refusal to license films for tv is not an individual action but concerted action. The theatre owners admit that television is their greatest competitor, he said, explaining that "producers fear the reprisals of the exhibitors if they license films to television."

Judge Yankwich interrupted, "I'm interested in the legality of the action, not whether several are doing it. Just because there is a conspiracy doesn't necessarily change something into an illegal act." He said the word "conspiracy" has been given over-emphasis in too many cases.

"At the end of a theatre run, suppose they burn them up?" the judge questioned. "Suppose they decide the films are artistically inferior or something and decide to lock them up and won't release them to anybody," Judge Yankwich suggested, probing for Mr. Flatow's opinion of whether such an individual act on the part of a producer or distributor would constitute an illegal act.

### Cites Procedure

When the Washington official suggested the government would file a memorandum of law on the matter, Judge Yankwich reminded him that western courts operate differently. "I want the law when I get to it," he told counsel. "I don't want memorandums filed later. I don't have a law clerk. I look up the law myself."

At another point, Judge Yankwich told the participants he had cleared his docket to devote at least four days a week to the 16mm case, having worked until 11 p.m. the preceding night to complete another trial. "Judges work 11 months a year out here," he commented, stating this was a point he liked to "remind" those from New York and the District of Columbia.

Here's Toledo
the nation's 3rd rail center...
Toledo and its industrial wealth are the hub of WSPD-TV's billion dollar market. Toledo is the nation's 3rd rail center, and is listed among the United States leaders in 11 of the 19 industrial classifications!
Along with Toledo, WSPD-TV gives you maximum 316,000 watt power for complete saturation of our 18 county, billion dollar market.
Your sales message will be heard, and your product will be sold with WSPD-TV—first in Northwestern Ohio.
SPeeDY
STORER
STATION
WSPD
RADIO
TELEVISION
TOLEDO, OHIO
Represented Nationally by KATZ
Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

# *Pulse Reveals NOW - - -*

# KRNT-TV

## HAS WON AUDIENCE LEADERSHIP In Des Moines

## *Pulse Found:*

**KRNT-TV . . . With 14 of the "Top 15" weekly shows**

**KRNT-TV . . . With 9 of the "Top 10" multi-weekly shows**

**KRNT-TV** 1st – MORNING AUDIENCE
1st – AFTERNOON AUDIENCE
1st – EVENING AUDIENCE

SEVERAL LOCALLY-PRODUCED SHOWS LISTED IN "TOP 15" AND "TOP 10"

## THIS PHENOMENAL RECORD AFTER ONLY TWO WEEKS OF OPERATION

(Pulse Survey—Des Moines Metropolitan Area—Week of August 15-21, 1955)

**Your Katz man is loaded with *NEW* facts and *NEW* success stories about the Iowa market and CHANNEL 8 in Des Moines.**

FILM

## ABC Film Syndication Expands, Realigns Staff

IN A STAFF expansion and realignment at ABC Film Syndication, Don L. Kearney, vice president in charge of sales, is announcing today (Monday) the appointment of two salesmen and the reassignment of three sales executives.

Additions to the sales staff are Robert B. Miehle, newly appointed midwest account executive, and Al Godwin, who has joined the eastern sales division, headed by Nat V. Donato. Mr. Miehle will be located in Chicago and Mr. Godwin in New York.

Executives re-assigned are John B. Burns, former midwest manager, who has been transferred to New York as director of national sales; Patric Rastall, account executive in the midwest office, who has been named manager, replacing Mr. Burns, and Fred J. Stratmen, who has been promoted from the Hollywood office to become manager of the newly-opened San Francisco office. The new office is located at 227 Golden Gate Ave., San Francisco.

## Ziv Sells Tv Packages To Italian Tv Network

ZIV Television Programs has announced that Radio-Audizione Italiana has purchased Ziv's *Favorite Story, Mr. District Attorney, Cisco Kid* and *Boston Blackie* series for showing over the seven-city Italian Tv Network. Negotiations were completed in New York by Ziv officials and Francesco Cilenti, executive vice president of Radio-Audizione Italiana.

Mr. Cilenti was in New York to study U. S. tv-making procedure and to purchase film programming for the Italian network. He was scheduled to visit Ziv Television's studios in Hollywood following his New York visit. The four Ziv programs, which will be dubbed into Italian by RAI, will start on the Italian network the end of the year. The network consists of stations in Rome, Milan, Turin, Genoa, Florence, Venice and Trieste.

Ziv, after record sales in August, is continuing the trend this month and total sales for 1955 should exceed all previous years, according to M. J. Rifkin, sales vice president.

Mr. Rifkin said *I Led Three Lives* has signed 118 markets for third year renewals while *Highway Patrol,* the company's latest entrant in the tv film syndication field and which is ready for telecasting about Oct. 1, is booked into 157 markets.

## Guild August Sales Reach Record-Breaking $800,000

NEW monthly high sales record was achieved by Guild Films Co. in August with total sales of $800,000, it was reported last week by Erwin H. Ezzes, general sales manager.

Leading in sales for the month, according to Mr. Ezzes, was the documentary film series, *Confidential File,* released in August.

## Bavarian Buys NBC Film Shows

BAVARIAN Brewing Co. will sponsor five NBC Film Div. programs in Cincinnati, Columbus, Dayton and Zanesville, Ohio, starting next month. Programs, totaling 14 weekly half-hours, represent one of the most intensive regional advertising campaigns in brewing history, according to Jake Keever, national sales manager for NBC Film Division. Series includes *Victory at Sea; Steve Donahan, Western Marshal; His Honor, Homer Bell; Adventures of the Falcon,* and *The Great Gildersleeve.* Peck-Heekin, Cincinnati, handles the account.

TRADE ASSNS.

# FIRST NARTB REGIONAL SWING ON; NEW ORLEANS MEET NEXT ON AGENDA

### Last week's Chicago and Saranac Lake sessions drew mixed reactions to 'regional' idea. Biggest news: Comr. Lee's vhf drop-in plan.

NARTB's fall convention series, having drawn roughly 400 broadcasters and guests to two regional meetings, will resume Wednesday in New Orleans with association officials and board members satisfied the new idea is an improvement over the old 17-meeting schedule.

There will be changes in the plan, however, before another year, many broadcasters believed after the Chicago and Saranac Lake, N. Y., meetings last week. While one-fourth of the 1955 schedule was disposed of in six days, it did not appear that the new idea brings any relief to the industry's travel problem.

NARTB kept pace with broadcasting progress in providing the membership in 14 states with three-day programs of management programming. It took time to do some plain talking about industry problems and to accept warnings about some phases of station operation.

Most exciting development of the week was the promise of Comr. Robert E. Lee that he would work on behalf of new vhf drop-in or secondary stations (see story on page 27).

While a majority of broadcasters thought last week's program was excellent from a station management's standpoint, a lot of them said the membership had to absorb an extra travel load so the NARTB headquarters staff could cut in half the autumn job of staging 17 field meetings.

Delegates heard plain talk from an agency executive—Robert E. Anderson, BBDO Detroit vice president—about their handling of radio commercials and their failure to land a due share of automotive advertising for radio.

They heard the two key Congressional committee chairmen praise the code enforcement program and call for industry adherence to code provisions.

On the other hand they sat in during a resounding spanking administered to the FCC because present technical rules and standards are based on the crude apparatus used a quarter-century ago. A. Prose Walker, NARTB engineering manager, wielded the paddle.

Is this revamping of 17 district sessions into an eight-meeting itinerary a success?

Harold E. Fellows, NARTB president, told B•T, "It's the answer to industry prayers. I think it will work. All we need is 30 or 40 more broadcasters at each meeting, and there were conflicting meetings that kept attendance down." (See attendance story, page 76).

William Holm, WLPO LaSalle, Ill., host NARTB director at Chicago: "As far as I can ascertain the board's regional plan is a success." There was obvious disappointment at Chicago at the 200-plus attendance, which included registered station delegates plus a dozen or so more whose names weren't on the list of registrants made available by the association. Attendance of station delegates in the meeting room averaged around 60 at the Radio Day in Chicago and at the joint Association Day. About 50 station delegates attended Television Day discussions in Chicago.

Roughly 40 were registered at Chicago from equipment, service and other related agencies, an unexpectedly good showing for associate members.

Delegate reaction to the regional idea was mixed. Kentucky station men claimed the three-day trip was as difficult as attendance at a national convention, from a travel and time standpoint. Only 11 Kentuckians appeared on the registration list at the end of the second day in Chicago. On the other hand, nearby Wisconsin had only eight registered delegates.

Only one flurry of excitement appeared at Chicago and that died quickly. A proposal that NARTB name a committee to study the confused research and rating service situation was approved at a panel of large-market stations. It was submitted to the Resolutions Committee Tuesday morning but the committee had been dissolved. At the Tuesday luncheon Merrill Lindsay, WSOY Decatur, Ill., committee chairman, reviewed the incident. No effort was made to introduce the resolution from the floor.

The resolution procedure was kept to a minimum at Chicago, with main emphasis on uniform time. Inconvenience to the public as a result of lack of uniformity in various years was cited, complicated by the spotty extension of daylight time into October this year. This resolution endorsed efforts "to achieve uniform time within the present time zone structure" so radio and tv stations can better serve their public.

Other resolutions paid tribute to John F. Patt, WJR Detroit, a board member. Mr. Patt

NARTB'S STAFF at the opening regional meeting (l to r): Joseph M. Sitrick, William K. Treynor, Robert L. Heald, James Hulbert, Charles H. Tower, John F. Meagher, Sally Kean, Edward H. Bronson, Dan W. Shields, Vincent Wasilewski and William L. Walker. Not in photo, President Harold E. Fellows and A. Prose Walker.

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suffered a heart attack in May.

A terse one-sentence resolution endorsed the regional conference idea. It drew no discussion. Others endorsed NARTB President Fellows and the staff as well as William Holm, host director, and Robert E. Anderson, BBDO vice president (see Anderson story, page 30).

Members of the Chicago resolutions committee besides Mr. Lindsay were Edward G. Thoms, WKJG Fort Wayne, Ind., and John W. Betts, WFTM Maysville, Ky.

E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, host director at Saranac Lake, appointed this resolutions committee: Elliott Stewart, WIBX Utica, N. Y.; Joe Bernard, WGR-TV Buffalo, and Gerald Harrison, WMAS Springfield, Mass.

A feature of the week was the first public discussion of how the tv code is enforced (see story, page 76). An anomaly in the code situation was brought out by Mr. Fellows when he recalled that Congressional sources advocate "universal subscription" to the code. He felt it climactic that members of Congress "find it necessary to attach themselves to the association's station relations department in order to encourage the support of the only instrument which can save us from dire legislative fiat."

At the tv luncheon in Chicago, Clair R. McCollough, Steinman Stations, chairman of the NARTB Tv Board, warned stations against running to the government for solutions to economic and management problems. He said broadcasters should work out their problems "without pulling a regulatory yoke around our shoulders." He predicted a bright future for color tv, told of tv's growing social role and cited President Eisenhower's suggestion to the national convention last May that stations use more editorial freedom.

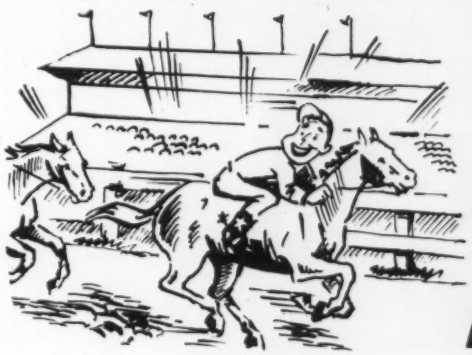
Mr. McCollough joined Thad H. Brown Jr., NARTB tv vice president, in a flat stand against fee tv. Mr. Brown said the plan could lead to rate regulation and said it is designed to restrict reception, splitting the public into classes.

Vincent Wasilewski NARTB government relations manager, urged broadcasters to keep in touch with their legislators. He told of city, state and federal efforts to impose new gross receipts and license levies on broadcasters. The FCC proposal to charge fees for filings, at a $1.7 million annual cost to the industry, was tabled, after Congressional urging, to last July 15 but has never been revived.

He listed FCC efforts to promote freedom of access to public proceedings and referred to the tv coverage of the American Bar Assn. proceedings [B•T, Aug. 29].

Political broadcast problems will become acute this fall and next year, according to Mr. Wasilewski. Among problems he listed efforts to buy state and national time at local rates, and the danger faced by stations having under-the-counter deals as a result of the Sec. 315 clause giving political candidates rate equality in time buying. "You only have to be reason-


KCEN-TV 100 K.W. Channel 6



STILL Out in FRONT!

IN THE BIG...

WACO-TEMPLE

CENTRAL TEXAS MARKET

ALL 15 OF THE TOP 15 ONCE A WEEK SHOWS
AND 8 OF THE TOP 10 MULTI-WEEKLY SHOWS
ARE ON KCEN-TV

WACO-TEMPLE TELEPULSE
JUNE • 1955

KCEN-TV rated *FIRST* in 356 of the 411 Quarter Hours it was On the Air during the Survey

KCEN-TV *Rated First* in 213 of the 264 quarter hours it was on the air prior to 6 P.M.

NBC AFFILIATE ☆

KCEN-TV *Rated First* in 143 of the 147 quarter hours it was on the air after 6 P.M.

YOUR BEST BUY IN THE RICH.....

WACO-TEMPLE
CENTRAL TEXAS MARKET

National Rep.:
Geo. P. Hollingbery Company
Texas Rep.:
Clyde Melville Co., Dallas

KCEN-TV
TEMPLE, TEXAS
General Offices: P. O. Box 188
Studios and Transmitter at Eddy, Texas, Between Temple and Waco
WACO OFFICE:
506-7 Professional Bldg.
TWX: Eddy No. 8486

**1st in top-rated shows**

WMCT carries 21 of the top 30 programs . . . those earning a rating of 25.0 or better.*

1st

**1st in top film shows . . .**

WMCT telecasts 8 of the first 10 highest rated half-hour film shows in Memphis.

1st

**1st in children's and women's programs . . .**

with such kid favorites as Pinky Lee, Howdy Doody, Cartoon Carnival (49.6 total rating for the week!), and Storyland, highest rated locally produced morning program for children. Highest rated participating program for women . . . Charm with Cathy.

1st

**1st in top-rated evening quarter-hours . . .**

WMCT is highest rated in 73 of the 112 quarter-hour periods, Sunday through Saturday, 6:00 p.m.-10:00 p.m.*

*June 21-28, ARB

**WMCT • CHANNEL 5**

**MEMPHIS** WMC-WMCF-WMCT
MEMPHIS' first TV station

**100,000 WATTS**

NBC Basic Affiliate

National Representatives
The Branham Company

Owned and operated by
THE COMMERCIAL APPEAL



able," he suggested, in handling the campaign sponsorship problem.

Joseph M. Sitrick, manager of NARTB publicity and informational services, detailed the association's services in the publication field and its campaign to keep members abreast of industry and governmental developments.

Radio has felt tv's greatest impact in programming, Mr. Fellows said at Chicago, with an evolution toward simplicity and basic community appeal. "Television as a theatre in the home is supplanting radio in some areas of pure entertainment," he said, but observed that this period of radio's trial is on the wane.

He argued that radio's ability to survive "over-commercialization in some areas" is the best evidence of its virility. He noted that radio management has returned to pioneering philosophies based on ingenuity, determination, salesmanship, imagination and mutual understanding. "Tremendous strides have been made in the last five years," he said, "in music, specialized news, general news, community interest programming and sound business management." He told how the voluntary radio standards of practice have been strengthened, calling this the "best evidence of the maturity of radio broadcasters."

Mr. Fellows said tv's programming possibilities have only been approached. He reminded that tv is a favorite whipping boy, with efforts made by various groups to blame the medium for juvenile delinquency. Citing the Senate committee report on the subject, he said the NARTB board is making a special study of the report, saying its proposals "are dangerous indeed, not only to our own welfare but also to the basic freedom of the American people."

At Saranac Lake Mr. Fellows suggested broadcasters keep their legislators informed about their public service programming and their own participation in public affairs. He proposed formation of a "letter-a-month club," with broadcasters reporting to their Congressmen and keeping them posted.

He found an encouraging sign in the doubling of NARTB membership in about six years, and an equal gain in the number of state associations.

Carl Haverlin, BMI president, told the Thursday luncheon at Saranac Lake that "radio is as limitless and expanding as man's imagination will allow it to be." He suggested any who think radio "is bounded on the north by television and the south by loss of interest and on the east and west by the top 30 tunes and news flashes should stay after school for a session with the eye chart because they are suffering from myopia of the imagination."

He said he believes "am has ways and means of microphoning any program idea as well as tv can screen it." He added, "Your programs are equal to your thought, multiplied by the square of the speed of your imagination."

## Seven States Combine For New Orleans Meet

SEVEN STATES will combine their annual fall meetings starting Wednesday when NARTB resumes its regional meeting series in New Orleans (see Chicago and Saranac Lake, N. Y., meeting index page 73).

Henry B. Clay, KWKH Shreveport, La., will be host director. He is chairman of the NARTB Radio Board. Meetings will be held at the St. Charles Hotel. States taking part are Alabama, Florida, Georgia, Arkansas, Louisiana, Mississippi and Tennessee, plus Puerto Rico.

The agenda will follow the three-day pattern with a crew from NARTB headquarters han-

# ARE YOU A HOT SALESMAN?

If you are, we need you . . . and we'll make it worth your while to come and get hot with us.

Let me tell you about us.

We're on Channel Two (than which there is no whicher) and we serve 82,900 TV homes in Northern and Eastern Maine from Bangor. Our area is highly television-conscious; TV set ownership has grown faster here than any other place I can think of.

We started on the air last September and operated about 65 hours a week without any network programs until recently.

But that's all changed now. Starting September 18, W-TWO became a primary affiliate of CBS Television. By the time the fall network programs are in full swing, we'll have an almost complete evening schedule of top-notch programs. (There'll be just enough "holes" in the evening program line-up to offer tempting sales opportunities.) And we'll operate from 7:00 AM to midnight, with the strong CBS daytime and evening programs as our programming backbone.

In the national spot field, we're progressing exceptionally well . . . better than I would have dared hope six months ago.

But our local advertising volume lags far behind what I think it should be. After all, local advertisers in this area spend about $2,000,000 a year, and we get only a smitch of it. Reason: We're just not doing as good a local sales job as we ought to be doing.

That's why we need **you** . . . if you can join our team and get right out and inspire local advertising volume.

Don't let me give you any wrong ideas. This sales job isn't easy; if it were easy, we wouldn't need you. It's a hard job, because we haven't yet educated our local advertisers to the value of local TV. And we're not particularly interested in taking business from our competitor; what we want is newly-created TV business.

Here's how you can tell if you're the man for this job:

**CAN YOU ANSWER "YES" TO THESE QUESTIONS?**

1. **Can I create merchandising ideas that will do business for local advertisers through TV ads . . . and talk to them about how they can sell merchandise . . . and then show them?**
2. **Can I apply a religious enthusiasm to TV selling so the enthusiasm will rub off on prospects?**

Maybe you're in radio selling now, or some other branch of broadcasting. No matter if you're not a TV man. We don't need a TV expert; we need a **salesman!**

Does it sound like you're the man we need? Well, here's the deal. If you're the guy, we'll set you up with a generous commission, more generous than most other TV stations offer, and we'll give you a draw to suit your circumstances. We'll expect you to produce orders right away and in greater volume as time goes by. If you can ring the bell for us, you'll make some money; if you can't, we'll fire you. We're interested only in results, not conversation. And we're not in the business of providing security for salesmen from cradle to grave. Let me repeat: If you can deliver the goods, we'll pay well; if you can't, you're out! Fair enough?

If you're the right man, I suggest you write a full letter to me or Bob Walton, our local sales manager.

**W-TWO TELEVISION**
in Bangor, Maine

*Murray Carpenter*

P.S. If you want to phone, I suggest you wait till we've had a chance to get your letter.

COMR. Robert E. Lee was greeted on opening day of the NARTB Chicago meeting by President Harold E. Fellows and this group of delegates (l to r): seated, Messrs. Fellows and Lee; Robert B. McConnell, WISH Indianapolis; F. S. Moore, WJR Detroit; Charles J. Lanphier, WISN-TV Milwaukee; Elmer Wayne, WJR Detroit; standing, Tom Wilson, Dow, Lohnes & Albertson; C. Bruce McConnell, WISH; Leslie C. Johnson, WHBF Rock Island, Ill., and Hugh K. Boice Jr., WEMP Milwaukee.

dling basic workshop sessions. Non-staff speakers include Frank Atwood, WTIC Hartford, representing National Assn. of Tv & Radio Farm Directors, of which he is president; Grover C. Cobb, KVGB Great Bend, Kan., chairman of the NARTB Am Radio Committee; FCC Comr. Richard A. Mack; William Fay, WHAM-TV Rochester, and William Monroe, WDSU-TV New Orleans, representing Radio-Tv News Directors Assn.

Presidents of state associations will report Thursday on developments in their areas.

## Regionals Count 400; May Exceed Last Year

TOTAL registration of around 400 at last week's two NARTB regional meetings indicates that station attendance for the autumn series may exceed that of the 17 district meetings held last year when registration at five separate meetings of the same states totaled 431.

The Chicago meeting, opening the new regional series, drew 208 registered delegates of whom 150 were station members. These six states drew a total of 215 registrations at their 1954 meetings, but this figure includes multiple attendance by NARTB staff personnel and those representing non-station-network interests.

As of Thursday night, the Saranac Lake, N. Y., meeting had 151 registrations of which two-thirds were station delegates. Last year the eight states represented at Saranac Lake were divided into two meetings. It was believed the Saranac Lake registration might reach 175 or even 200 by Saturday.

Three factors kept down attendance, the association's convention managers explained. First, the CBS Radio meeting at Detroit the previous week, with attendance of over 200, kept an estimated 30 to 40 station executives away from the Chicago and Saranac Lake meetings. A number of important stations did not show at Chicago.

As of Tuesday evening at Chicago, only eight stations from nearby Wisconsin appeared on the registration, with 11 from Kentucky and 12 from Michigan. Ohio had 15, Indiana 15 and Illinois 25. Michigan's attendance was kept down by the meeting held the previous weekend at Hidden Valley, an upstate resort.

For the opening meeting at Chicago NARTB had a squadron of 16, led by President Harold E. Fellows. With the organization problem simplified after this first session of the series, the staff travel will be kept down mainly to program participants and those handling arrangements.

Chicago drew a total of 39 associate member-exhibitor delegates plus six agency and representative participants and 13 publication representatives. FCC was represented at Chicago by Comr. Robert E. Lee and at Saranac Lake by Comr. Robert T. Bartley, both of whom were banquet speakers.

Commercial firms at Chicago included George M. Baillie and E. P. H. James, A. C. Nielsen Co.; J. E. Barker, J. Walter Thompson Co.; C. N. Barnum, Wisconsin Telephone Co.; George W. Bolling, The Bolling Co.; William M. Carpenter, Community Club Service; Geno Cioe, Headley Reed Co.; Daniel M. Curtis, NBC Film Div.; Harold Fitzgerald, SESAC; Edmond K. Gardiner and John D. Langlois, Lang-Worth Feature Programs; Gus Hagenah, RCA Recorded Program Service; Ray V. Hamilton, Blackburn-Hamilton Co.; Robert I. Hancock, Collins Radio Co.; Robert Hoffman, Associated Artists Production Co.; Ernest Lee Jahncke Jr. and Earl Mullin, ABC; Lewis Kendall, Philco Corp.; John Klindworth, DuMont; Dick Lawrence, World Broadcasting System; Maury Long, J. Frank Beatty, John Osbon and Warren Middleton, B•T; M. M. Carpenter Jr., James P. McCarvill, F. A. Timberlake, Neal McNaughten, J. L. Nickels, W. K. Frank, James H. Keachie, A. M. Miller, RCA; H. J. Moseley, American Tel. & Tel.; Walter Ruch, Ohio Bell Telephone Co.; Burt Squire, BMI; Glenn E. Webster, John Wall, General Electric Co.; David S. Wexler, Standard Rate & Data; Robert Wood, CBS-TV; R. T. Wittwer, General Teleradio; Gene T. Clears, Berlant Concertone; William J. Tobin, Gerald Swisher, Associated Press; John Shelton, Joseph H. McGillvra; Barr Sheets, CBS-TV Film; Robert Carpenter, MBS; Bob Grunwald, Harwald Co.

Only lobby exhibitor at Chicago was Berlant Concertone, which showed its automatic recorder BAX-1. RCA was host at the pre-banquet reception at Chicago.

## NARTB DELEGATES HEAR CODE PRAISE

**Chicago and Saranac Lake regional meetings learn operating details of tv code, see films of rejected material. Sen. Magnuson and Rep. Priest, in film talks, congratulate industry for self-regulation.**

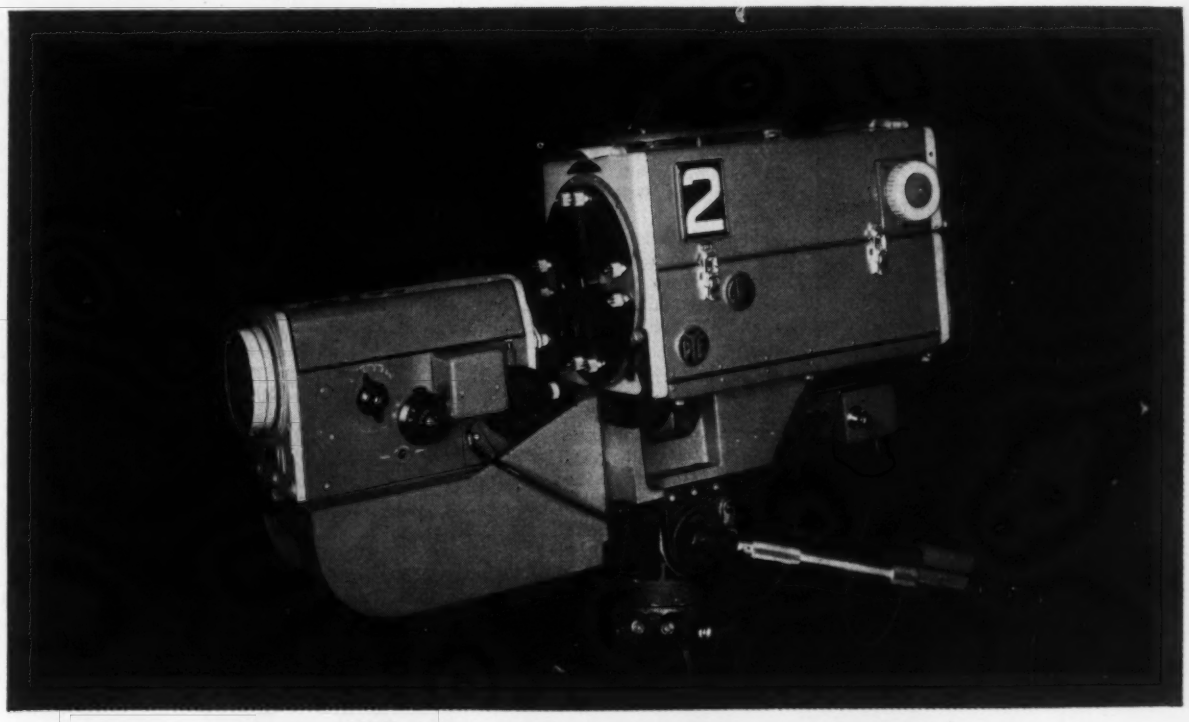
NARTB'S Television Code has kept large amounts of unsuitable programming out of the nation's homes in three years of operation and is bringing legislative as well as public recognition of industry self-regulation, delegates at two NARTB regional meetings were told last week.

The code's operating details were brought out into the open for the first time as tv station operators heard the story of how network and station continuity acceptance is handled. They heard Congressional tributes for the industry's disciplinary procedures and looked at film clips of rejected material.

Edward H. Bronson, NARTB tv code affairs director, presided at Chicago and Saranac Lake code clinics. At Chicago, the clinic work was handled by Charles E. Gay, WHIO-TV Dayton, Ohio, and Harry Ward, NBC Chicago. New York presentations were given by Grace Johnsen, ABC-TV, and George Dunham, WNBF-TV Binghamton, N. Y. Charles Cady, assistant code affairs director, introduced filmed talks by Chairman Warren G. Magnuson, (D-Wash.) and Chairman Percy Priest (D-Tenn.) of the respective Senate and House Commerce committees.

Mr. Ward explained that NBC spends $250,000 a year on continuity acceptance. "Once

THIS GROUP of NARTB board members at the Chicago regional meeting included (l to r): Robert T. Mason, WMRN Marion, Ohio; Edward Wheeler, WEAW (FM) Evanston, Ill.; William Holm, WLPO LaSalle, Ill., host director; Ward L. Quaal, WLWT (TV) Cincinnati, and F. Ernest Lackey, WHOP Hopkinsville, Ky. Not in photo, Robert B. McConnell, WISH Indianapolis, and Clair R. McCollough, Steinman Stations, chairman of Tv Board.




# *now* the GPL Vari-Focal Lens gives you nine advantages

**1** The GPL Vari-Focal Lens is equally useful in studio and field; fits all monochrome and color image orthicon cameras.

**2** The GPL Vari-Focal Lens can handle an entire show with one camera; can perform most work ordinarily requiring two chains.

**3** The GPL Vari-Focal Lens has a focal range nearly twice that of any other lens in the industry; can make a 10:1 change in focal length in two 5:1 steps—from 3″ to 15″ and 6″ to 30″. Once focused, object remains sharply focused, including corners, as focal length is varied.

**4** The GPL Vari-Focal Lens has the same standard of resolution as high quality camera lenses of fixed focal length.

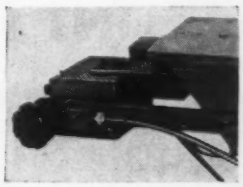
**5** The GPL Vari-Focal Lens can zoom from a long shot to an extreme close-up, continuously, without disturbing pick-up continuity or camera orientation. Speed of full zoom is variable from 2 to 30 seconds.

**6** The GPL Vari-Focal Lens eliminates the need and expense of additional lenses.

**7** The GPL Vari-Focal Lens is silently motor-driven; can be operated from camera or control room.

**8** The GPL Vari-Focal Lens is fully color-corrected; has flat field over entire range.

**9** *AND NOW—A NEW FEATURE.* The GPL Vari-Focal Lens now is available with manual focal control, located at the cameraman's fingertips. Changes of the focal plane can now be accomplished by simple turns of the knob.



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we goof, 20 milion people know it," he said. He showed such rejected material as a comic hanging, lad riding the rods, dog's indiscretion on a rug, child tossing kitten into flour barrel, cop drinking on job, infant in refrigerator, boys shooting trapped gorilla, stuttering cowboy, kidnaping, woman whipped, horse falling down mountainside, and an unfinished "you can stick it. . . ."

Mr. Ward said most trouble centers around costuming, song lyrics, long or over-enthusiastic commercials and complaints by special-interest groups who feel aggrieved. Advertising agencies and advertisers are 99% cooperative, he said, with some of their code deviations due to lack of knowledge or personnel problems.

A lot of criticism is captious, he said, observing that typical ballet costumes that have been accepted for 250 years will often draw complaints. Commenting on song lyrics, he said the love ballads deal with "sexual surrender" and pose difficult problems.

He cited an upcoming NBC western series, *Steve Donovan, Western Marshal,* in which the hero will speak good English and drinking will be used only where necessary to the plot. Noting the touchy nature of apparently innocent material, he said a boxtop offer on *Ding Dong School* had to be changed because the box number was 3465, with school kids counting in that sequence during arithmetic classes.

"We take the positive approach wherever possible," Mr. Ward said, "suggesting to a client, 'Why don't you try it this way'." Temperance groups as well as legal and medical interests are frequent critics, he said, observing, "most temperance groups actually want abstinence."

Mr. Gay told how station staff operations are geared to code procedure. He found 39 words a good maximum for a 20-second spot. Some movies are suitable for late-night but not afternoon showing, he explained. He urged frequent contacts with legislators and politicians to explain code provisions and keep them aware of the industry's self-regulation program.

Sen. Magnuson called the tv code a "bill of rights that your industry guarantees to listener and advertiser alike." He said the code "is a tremendous help to us in meeting complaints" and urged 100% adherence. "So far, the code has had the effect of constantly raising the program standards in the industry," he said. "Speaking as committee chairman," he added, "I can say 'thank you' not only from Congress but from the citizens that both of us represent." He praised the code board for its efficiency.

Chairman Priest said, "Those who wish to keep free must prove they deserve freedom." He termed the code "one of the best ways to preserve freedom of broadcasting" and lauded former Code Chairman John E. Fetzer, head of the Fetzer Stations. He asserted that it "was better for broadcasters to adopt their own rules than to have them made for the industry." He urged broadcasters to follow the code as an instrument of self-government.

## Electronics in N. Y.

FIGURES showing the extent of radio and electronic employment in New York State were given by Gov. Averell Harriman in greetings sent the Saranac Lake, N. Y., NARTB regional meeting. The message was read Thursday by E. R. Vadeboncoeur, WSYR Syracuse, host director.

Gov. Harriman said radio and tv employment is around 5,000 in the state, with a payroll of over $25 million per year. Total earnings of these firms run around $90 million. He said 300 radio-tv set manufacturing firms in New York employ 50,000 persons earning $190 million.

Thousands of others are employed in advertising, merchandising and services related to broadcasting, he said. Last year 1,600,000 radio and tv sets were sold in New York State.

## LEGISLATIVE WORK CITED TO DELEGATES

### State broadcaster group officials tell of legislative activities in Illinois, Indiana, Kentucky, Ohio, Wisconsin and Michigan.

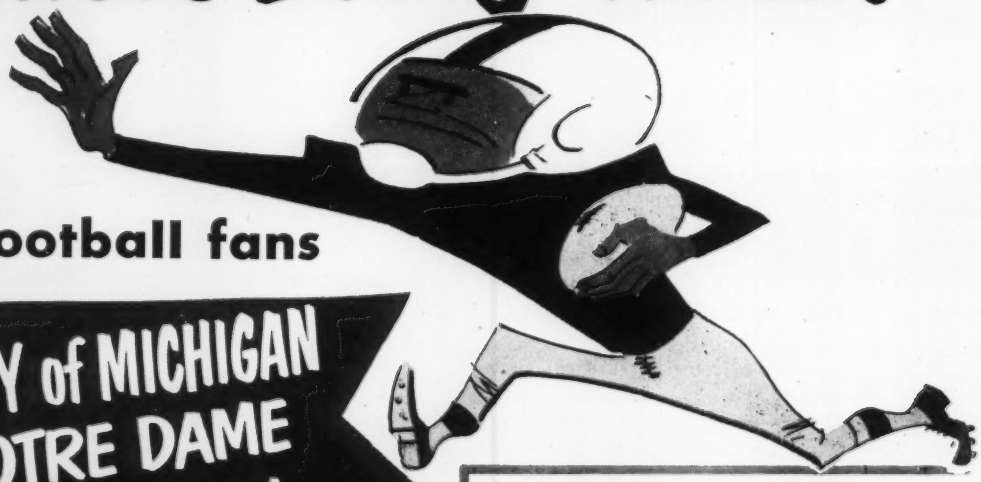
ACTIVITIES in the fields of libel and beer legislation and on behalf of employes insurance benefits and highway safety were among the accomplishments cited by heads af various state broadcaster associations during NARTB's Region 4 sessions in Chicago last week.

At the same time members of Dists. 7, 8 and 9 were told to maintain strong contact with their legislators through their respective state broadcaster groups. Executive officers reported on their associations in Illinois, Indiana, Kentucky, Ohio, Wisconsin and Michigan.

Mig Figi, WAUX Waukesha and treasurer of Wisconsin Broadcasters Assn., recalled


2 Thrillers Every Week!

the big radio attractions for FLINT football fans



UNIVERSITY of MICHIGAN and NOTRE DAME Games Every Week

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SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
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# WJAR-TV 10

## PROVIDENCE OFFERS ADVERTISERS

### The Powerful Double AA Food Merchandising Program

**YOUR PRODUCT GETS—**

✓Window Banners ✓Newspaper Ads
✓Point-of-Purchase Displays ✓Posters

Your product really gets **HOME** in the Southern New England Market! Every aid to sell your product...and **177** Food Stores are cooperating with WJAR-TV in this AA merchandising plan.

*GET ALL THE DETAILS FROM ANY WEED TELEVISION OFFICE*

**Dominant 10**

PROVIDENCE ◡ RHODE ISLAND ◡ Represented by WEED ◡ TELEVISION

# COMPARATIVE NETWORK AM SHOWSHEET

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | First 5 Texaco Monday Morning Headlines | Wm Wrigley Gene Autry (195) R | TWA Walter Winchell | Meet the Press |
| 6:15 | TBA | | Seaman Bros. Tomorrow'sFront PageHeadlines | |
| 6:30 | The Evening Comes | Sunday in St. Louis | Mutual Benefit On the Line with Bob Considine (548) | |
| 6:45 | | | All-Star Sports Time | |
| 7:00 | Show Time Review S | Juke Box Jury | Richard Hayes Show | |
| 7:15 | George Sokolsky | | | |
| 7:30 | Valentino | | Pat's Music Room | |
| 7:45 | Henry Milo Travel Talk S | | | |
| 8:00 | Co-op America's Town Meeting | Toni & Whitehall Cosponsored Our Miss Brooks (206) | U S Military Academy Band | Monitor • |
| 8:15 | | | | |
| 8:30 | | P. Lorillard Two For The Money (200) | Enchanted Hour | |
| 8:45 | | | | |
| 9:00 | TBA | TBA | Front Page Exclusive | |
| 9:15 | Quincy Howe S | | Success Story USA | |
| 9:30 | Sammy Kaye | | Manion Forum Dean Clarence Manion | |
| 9:45 | | | Co-op Keep Healthy | |
| 10:00 | Overseas Assignment S | News | Billy Graham Evangelist Assn. Hour of Decision | |
| 10:15 | Deadly Sins | Face the Nation | | |
| 10:30 | The Assemblies of God "Revival Time" | John Daly Sports | Wings of Healing Global Frontiers | American Forum |
| 10:45 | | U N Report | TBA | |
| 11:00 | Moods in Melody | News | Repeat of Billy Graham Hour of Decision | Monitor • |
| 11:15 PM | | Dance Orchestra | | |

## MONDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Not in Service | Metro. Life Ins. Allan Jackson (29) | Repeat of 5-6 p m Strip | No Network Service |
| | TBA | No Service | | Sun Oil & Co-op 3-Star Extra (34) |
| | Budweiser Bill Stern | Delco Batteries Lowell Thomas (199) | | |
| | Vandercook CIO | Tennessee Ernie S (121) | Co-op Fulton Lewis, jr. | Alex Drier Man on the Go Co-op |
| | Co-op Quincy Howe | | Dinner Date | No Network Service |
| | Strange | General Foods Bing Crosby (294) | American Home Prod. Gabriel Heatter | Miles Labs. News of World (166) |
| | Saga | Am Oil Ed. R. Murrow (89) | In the Mood | One Man's Family |
| | ABC News | | | Gen. Motors Henry J Taylor |
| | Red Benson's Hideaway | Mr. Keen | True Detective Mysteries • | |
| | News S | Amer Tob Edwards-News | | Boston Symphony Orchestra |
| | Voice of Firestone | Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R | Co-op Broadway Cop | |
| | Music Test | Rosemary Clooney (208) | Esso Reporter Jackson Browing Jax World of Spts | Bell Telephone Telephone Hour (195) R |
| | ABC Late News | Bing Crosby S | Brian Aherne's Spotlight Story | |
| | Freedom Sings Concert | Kools, CBS Amos 'n' Andy Music Hall (294) | Reporters' Roundup | Cities Service Band of America (113) |
| | News | A. Jackson Chevrolet (291) | | |
| | AFL Edw. Morgan News | Hamm Scoreboard | Virgil Pinkley | Fibber McGee & Molly **** |
| | How To Fix It Co-op | Dance Orchestra | Dance Orchestra | Browne-Williamson News |
| | News | | Distinguished Artists Series | 10:20-10:30 Heart of the News |
| | Martha Lou Harp | | | Stars In Action (Nat'l Guard) |
| | Songs by Dini | News | Mutual Reports The News | No Network Service |
| | Sports Report S | Dance Orchestra | U N Radio Review | News of the World Morgan Beatty |

## TUESDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Not in Service | Metro. Life Ins. Allan Jackson (29) | Repeat of 5-6 p m Strip | No Network Service |
| | All State Budweiser Bill Stern | No Service | | |
| | TBA | Delco Batteries Lowell Thomas (199) | | Sun Oil & Co-op 3-Star Extra (34) |
| | Vandercook CIO | Philip Morris Tennessee Ernie (121) | Fulton Lewis, jr. | Alex Drier Man on the Go Co-op |
| | Co-op Quincy Howe | | Dinner Date | No Network Service |
| | Strange | General Foods Bing Crosby (294) | Gabriel Heatter | Miles Labs. News of World (166) |
| | Saga | Am Oil Ed. R. Murrow (89) | Coca-Cola Co. The Eddie Fisher Show (245) | One Man's Family |
| | ABC News | | | |
| | Red Benson's Hideaway | Suspense | Treasury Agent • | People Are Funny (participating) |
| | News S | News | | |
| | Red Benson's Hideaway | Viceroy Cigs. (5 Min.) Dick Derby | Co-op John Steele Adventurer | Dragnet (participating) |
| | News S | | Esso Reporter Jackson Browing Jax World of Spts | |
| | Sammy Kaye S | | Brian Aherne's Spotlight Story | TBA |
| | ABC News | Bing Crosby S | | |
| | Platter Brains S | Kools Amos 'n' Andy Music Hall (294) | The Army Hour | |
| | News | A. Jackson Chevrolet (291) | | |
| | AFL Edw. Morgan News | Revion $64,000 Question (294) | Virgil Pinkley | Fibber McGee & Molly **** |
| | How To Fix It Co-op | | (Co-op) Man's Corner | News |
| | News | | | Joseph C. Harsch |
| | Take Thirty S | Dance Orchestra | Dance Time | Treasury 7 Stars |
| | Singing with the Stars | News | Mutual Reports The News | No Network Service |
| | Sports Report S | Dance Orchestra | U N Radio Review | News of the World Morgan Beatty |

## WEDN

| | ABC | CBS |
|---|---|---|
| | Not in Service | Metro. Life In Allan Jackson (29) |
| | Budweiser Bill Stern | No Service |
| | TBA | Delco Batteries Lowell Thomas (199) |
| | Vandercook CIO | Philip Morris Tennessee Ernie (121) |
| | Co-op Quincy Howe | |
| | Strange | General Foods Bing Crosby (294) |
| | Saga | Am Oil Ed. R. Murrow (89) |
| | ABC News | |
| | Red Benson's Hideaway | FBI in Peace & War |
| | News S | Amer. Tobacco Edwards News |
| | Red Benson's Hideaway | Dick Derby |
| | News S | |
| | Sammy Kaye | Bing Crosby S |
| | News S | Dromedary Amos 'n' Andy Music Hall (294) |
| | President's News Conference | A. Jackson Chevrolet (291) |
| | News | Hamm Scoreboard |
| | AFL Edw. Morgan News | Dance Orchestra |
| | Pabst Fights | |
| | Singing with the Stars | News |
| | Sports Report S | Dance Orchestra |

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | ABC News | News S | Dr. Wyatt Wings of Healing (306) | World News Round-Up Co-op |
| 9:15 | Great Moments of Great Composers | Music Room | | Kiplinger Tips from Kiplinger |
| 9:30 | Prophecy, Inc. Voice of Prophecy (99) | E. Power Biggs | Christian Rel. Church Back to God (288) | |
| 9:45 | | Bob Trout Chevrolet | | Monitor Art of Living |
| 10:00 | Message of Israel S | Church of Air S | Radio Bible Class (291) | National Radio Pulpit |
| 10:15 | | | | |
| 10:30 | Negro College Choirs S | | Voice of Prophecy (307) | Monitor • |
| 10:45 | Sunday Melodies | | Down Bible Frank & Ernest (302) | |
| 11:00 | Marines in Review | Salt Lake City Tabernacle | First Church How Christian Science Heals | |
| 11:15 | | | | |
| 11:30 | The Christian In Action S | News* Invitation to Learning S | Northwestern U. Review S | |
| 11:45 | | | | |
| 12:00 N | No Net Service | A. Jackson Chevrolet The Leading Question | Salute to the Nation | |
| 12:15 PM | | | | |
| 12:30 | The World Tomorrow Radio Church of God | Foreign Affairs | Bill Cunningham Co-op | The Eternal Light |
| 12:45 | | Wash. Week | Co-op Merry Mailman | |
| 1:00 | Churches of Christ Herald of Truth (108) | 1-2 p m Woolworth Hour (290) | Basil Heatter | Monitor • |
| 1:15 | | | First Church How Christian Science Heals | |

## MONDAY - FRIDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Breakfast Club 8-9:15 MWF S | Co-op News | Co-op Robt. Harleigh | No Network Service |
| | aft. 10/15 Frank & Ernest (Down Bible) | No Service | Easy Does It | |
| | Sterling Drug Tu&Th (rest.) My True Story (212) | Pet Milk Godfrey (199) R | Cook Chemical Cecil Brown Real News of the Morning Johnny Olson Show | **M. M. McBride Dunkin Co. Dr. N. V. Peale |
| | Carnation Whispering Streets (224) | Campana Staley Godfrey (293) R | Co-op Cecil Brown | One Man's Family |
| | Stokely's Van Camp When A Girl Marries (165) | Frigidaire-Bauer & Black Arthur Godfrey (296) R | Faith In Our Time | Second Chance (Participating) |
| | MWF Tintex TuTh Dromedary | Kellogg Bristol-Myers (295) R | Kraft News | Standard Brand *** TuTh News |
| | MWF Pharmaco Companion S | Toni & Dow Lever Godfrey (295) R | 10:35-11 Johnny Olson Show | |
| | Paging The New S | Fishry. & Fgnrs. alt Fri (295) Pillsbury M-Th | (Co-op) Koopin' Company With Mort Lawrence | TBA |
| | Albert L Warner News S | Contin. Baking Make Up Your Mind (56) | Kraft News | |
| | Your Neighbors Voice S | Wrigley Howard Miller (294) | Queen for a Day P. Lorillard (551) | Miles Fibber McGee & Molly |
| | Valentino | Bishop, Gen. Fds. Corn. Prod. (190) | | |
| | Luncheon at Astor | Wendy Warren Gen. Fds. MWF Backstage Wife | Kraft 5 Star News | |
| | Sunshine Boys | Toni MWF-GF TTh Whitehall M-F Helen Trent (189) | L. Higbie 12-'05 | |
| | How To Fix It | Whitehall TuTh & Toni alt. F Our Gal Sunday MW-GF (185) | 12:05-'10 Hero's Hollywood | |
| | No Network Service | P&G Ivory Road of Life (138) | Joan Shepherd Show 12:10-'30 | No Network Service |
| | Co-op Paul Harvey | P&G Oxydol Ma Perkins (162) | No Service | |
| | Co-op Ted Malone | | Co-op Cedric Foster | |
| | | | Mutual Music Box | |

## SATURDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Co-op No School Today | Co-op News | No Network Service | 8 a.m. Through Midnight Sunday Monitor • |
| | | Farm News | | |
| | (10-10:30) Table Products, Inc. | St. Louis Melodies | | |
| | | Garden Gate | | |
| | Breakfast Club Revue S | A. Jackson Chevrolet | American Travel Guide | |
| | | Galen Drake S | | |
| | ABC News* | A. Jackson Chevrolet | Conference Call | |
| | Half Pint Panel S | | Lucky Pierre Show | |
| | All-League Clubhouse S | Robt Q. Lewis (185) S & Milner | Philco Corp Phonorama Time | |
| | ABC News | A. Jackson Chevrolet | Young Living | |
| | How To Fix It | | | |
| | 101 Ranch Boys S | Romance S | I Ask You | Allis-Chalmers National Farm & Home Hour (Eastern Stand Stations Only) |
| | American Farmer S | Liggett & Myers Gunsmoke (283) | Tex Fletcher's Wagon Train | Monitor • |
| | ABC News | City Hospital | Fifth Army Band | Chalmers Home Hour (Central Sta's) |
| | Navy Hour S | A. Jackson Chevrolet | | |

## DAY

| | ABC |
|---|---|
| 1:30 PM | Pilgrimage |
| 1:45 | |
| 2:00 | Healing Waters Inc. Dr. Oral Roberts |
| 2:15 | |
| 2:30 | Dr. Wyatt Wings of Healing |
| 2:45 | |
| 3:00 | Pan American Union S |
| 3:15 | |
| 3:30 | Dr. Billy Graham Hour of Decision (229) |
| 3:45 | |
| 4:00 | |
| 4:15 | Gospel Bestr. Co. Old-Fashioned Revival Hr. (242) |
| 4:30 | |
| 4:45 | |
| 5:00 | Disaster S |
| 5:15 | |
| 5:30 | Church in the Home Fred Jordan |
| 5:45 PM | |

# EVENING

# FOR OCTOBER 1955

## THURSDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Not in Service | Metro. Life Ins. Allan Jackson (29) | Repeat of 5-6 p m Strip | No Network Service |
| 6:15 | | No Service | | |
| 6:30 | Budweiser Bill Stern | | | Sun Oil & Co-op 3-Star Extra (34) |
| 6:45 | TBA | Dolce Battries Lowell Thomas (199) | | Alex Drier Man on the Go Co-op |
| 7:00 | Vandercook CIO | Campana Philip Morris Tenn. Ernie (184) | Fulton Lewis Jr. | No Network Service |
| 7:15 | Co-op Quincy Howe | | Dinner Date | |
| 7:30 | Strange | General Foods Bing Crosby (294) | Gabriel Heatter | Miles Labs News of World (168) |
| 7:45 | Saga | Am Oil Ed. R. Murrow (89) | Coca-Cola Co. Eddie Fisher Show | One Man's Family |
| 8:00 | ABC News | The Whistler | Official Detective * | News |
| 8:15 | Red Benson's Hideaway | Amor Tobacco Edwards News | | The Great Gildersleeve (participating) |
| 8:30 | News $ | Disk Derby | (Co-op) Brady Kaye | American Adventure |
| 8:45 | Red Benson's Hideaway | | Esso Reporter Jackson Brewing Jax World of Spts | Brown & Wm'son News |
| 9:00 | News $ | | Brian Aherne's Spotlight Story | X—Minus One |
| 9:15 | Sammy Kaye | Bing Crosby $ | Co-op State of the Nation | Ted Heath & His Music |
| 9:30 | News $ | Kools Carter Amos 'n' Andy Music Hall (294) | Virgil Pinkley | Fibber McGee & Molly **** |
| 9:45 | Rhythm On Parade $ | A. Jackson Chevrolet (201) | The Book Hunter | News |
| 10:00 | ABC News | Hamm Scoreboard | | Heart of the News |
| 10:15 | AFL Edw. Morgan News | | Jazz Club | Jane Pickens Show |
| 10:30 | How To Fix It Co-op | Dance Orchestra | | |
| 10:45 | ABC News | | Mutual Reports The News | No Network Service |
| 11:00 | Front & Center | News | U N Radio Review | News of the World Morgan Beatty |
| 11:15 PM | Singing with the Stars | Dance Orchestra | | |
| | Sports Report $ | | | |

## FRIDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Not in Service | Metro. Life Ins. Allan Jackson (29) | Repeat of 5-6 p m Strip | No Network Service |
| 6:15 | | No Service | | Richard Harkness Co-op |
| 6:30 | Budweiser Bill Stern | | | No network Service |
| 6:45 | TBA | Dolce Battries Lowell Thomas (199) | | Sun Oil Co-op 3-Star Extra (34) |
| 7:00 | Vandercook CIO | Philip Morris Campana CBS Tennessee Ernie (294) | Fulton Lewis Jr. | Alex Drier Man on the Go Co-op |
| 7:15 | Co-op Quincy Howe | | Dinner Date | No Network Service |
| 7:30 | Strange | General Foods Bing Crosby (294) | Amer. Home Gabriel Heatter | Miles Labs News of World (168) |
| 7:45 | Saga | Am Oil Ed. R. Murrow (89) | In the Mood | One Man's Family |
| 8:00 | ABC News | Bristol-Myers (10 Min.) Godfrey Digest (200) | Counterspy * | News |
| 8:15 | Red Benson's Hideaway | Edwards News | | |
| 8:30 | News $ | Disk Derby | Co-op City Editor | National Radio Fan Club |
| 8:45 | Red Benson's Hideaway | | Esso Reporter Jackson Brewing Jax World of Spts | |
| 9:00 | News $ | | Brian Aherne's Spotlight Story | |
| 9:15 | Sammy Kaye | Bing Crosby | Musical Caravan | |
| 9:30 | News $ | Amos 'n' Andy Music Hall (294) | | |
| 9:45 | Treasury of Music $ | A. Jackson Chevrolet (201) | Virgil Pinkley | B&W News |
| 10:00 | ABC News | Hamm Scoreboard | | Gillette Boxing |
| 10:15 | AFL Edw. Morgan News | | Forbes Reports | Sports Digest |
| 10:30 | How To Fix It Co-op | Dance Orchestra | | Fibber McGee & Molly *** |
| 10:45 | ABC News | | London Studio Melodies | Sports Highlights |
| 11:00 | Indoors Unlimited | News | Mutual Reports The News | Production Five |
| 11:15 PM | Songs By Dini | | U N Radio Review | No Network Service |
| | Sports Report | Dance Orchestra | | News of the World Morgan Beatty |

## SATURDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Pan American Union | Lou Cioffi News | Parade of Sports | Monitor * |
| 6:15 | | Sports Roundup | | |
| 6:30 | Co-op Sports Kaleid | Les Elgart Orchestra | | |
| 6:45 | Co-op Sports Afield With Bob Edge | Hamm Scoreboard | | |
| 7:00 | At Ease | Gen. Mtrs., News | | |
| 7:15 | Overseas Assignment | | | |
| 7:30 | CIO Viewpoint (CIO) | Dance Orchestra | | |
| 7:45 | It's Your Business $ | | | |
| 8:00 | ABC News | 21st Precinct | | |
| 8:15 | | | | |
| 8:30 | | Disk Derby | | |
| 8:45 | Dancing Party $ | Kool Cigarettes (5 Min.) | | |
| 9:00 | | | | |
| 9:15 | | | | |
| 9:30 | | Saturday Night Country Style | Lombardoland U.S.A. $ | R. J. Reynolds & Co-op Grand Ole Opry (93) |
| 9:45 | | Chevrolet News A. Jackson (168) | | |
| 10:00 | Ozark Jubilee | Saturday Night Country Style | Stratford Festival of Music | |
| 10:15 | | | | |
| 10:30 | Lawrence Welk Army Show | Amer. Tobacco Top Tunes of the Week (10) | | Monitor |
| 10:45 | | | | |
| 11:00 | Statler Orchestra | News | Dance Time | |
| 11:15 PM | | Dance Orchestra | Airmen of Note | |

# DAYTIME

## SUNDAY

| | CBS | MBS | NBC |
|---|---|---|---|
| | Wadsworth Hour | Lutheran Hour (479) | Monitor * |
| | Bob Trout Chevrolet | | |
| | Kathy Godfrey Show | | The Catholic Hour |
| | World Music Festival | Music From Britain | |
| | | Bandstand U.S.A. | |
| | L. Jackson Chevrolet | Public Prosecutor | Monitor * |
| | In a Sunday Afternoon | Nick Carter | |
| | L. Jackson Chevrolet | Natl. Biscuit Adventures of Rin Tin Tin | |
| | In A Sunday Afternoon | (Co-op) Wild Bill Hickok | |
| | Bob Trout Chevrolet (168) | John Price | |

## MONDAY - FRIDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Closed Circuit | Gen. Fds. MWF Sleep-Eze M-F Toni TuTh Dr. Malone | A Letter to Lee Graham | Co-op Pauline Frederic Reporting |
| | | P&G Duz Guiding Light (123) | Kraft News | |
| | No Network Service | Gen. Fds. MWF Mrs. Burton | | |
| | | MWF P&G Tide | Luncheon with Lopez | |
| | | Gen. Fds. TuTh P. Mason (163) | | |
| | The Martin Block Show | Toni & Bristol Myers Nora Drake (201) | | |
| | | Gen. Fds. MWF Brighter Day (166) | America's Front Door | |
| | | Lever, Kellogg Houseparty * (183) R | | |
| | | Pillsbury Mills House Party Hawaiian Fri. (190) R* | | |
| | | Amor. Home | Ruby Mercer Show | |
| | | Galen Drake | | |
| | Manhattan Matinee | No Service | | |
| | Treasury Bandstand | | Bruce & Dan Show | |
| | | News | | |
| | Musical Express | | | |
| | Bobby Hammack & His What Four | | TBA | |
| | Gloria Parker | | | |
| | Vincent Lopez | No Service | | |

| | CBS | MBS | NBC |
|---|---|---|---|
| | News | | |
| | Presenting Il Cisado Rains | | |
| | Wonderful City (participating) | | |
| | 'Hotel for Pets' Coast Fisheries **** | | |
| | Right to Happiness P&G | | |
| | Stella Dallas Stng. Drg. MWF Smt. TuTh | | |
| | Young Widder Brown, Sterling Drug MWF Smt. TuTh | | |
| | P&G Pepper Young's Family | | |
| | Miles Labs Woman In My House | | |
| | TBA | | |
| | Lone Ranger Gen. Mills Amor. Baker & Participating | | |
| | Daniel Boone & Colonel Coon | | |

## SATURDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Shake The Maracas | Stan Dougherty Presents | Ruby Mercer Show | Monitor 8 a.m. Saturday through Sunday Midnight * |
| | ABC News | | | |
| | Festival $ | String Serenade | Ruby Mercer Show (continued) | |
| | | New Orleans Jazz | | |
| | News | | Parade of Sports | |
| | Festival $ | Dance Music | | |
| | | | Country Jamboree | |
| | ABC News | | | |
| | Band Concert Promenade $ | Treasury Bandstand | | |
| | The World Tourist | | Parade of Sports | |
| | Dinner at the Green Room $ | Adventures In Science | | |
| | | Richard Hayes | | |
| | | A. Jackson Chevrolet | | |
| | | Saturday at the Chase | | |

*September 26, 1955*

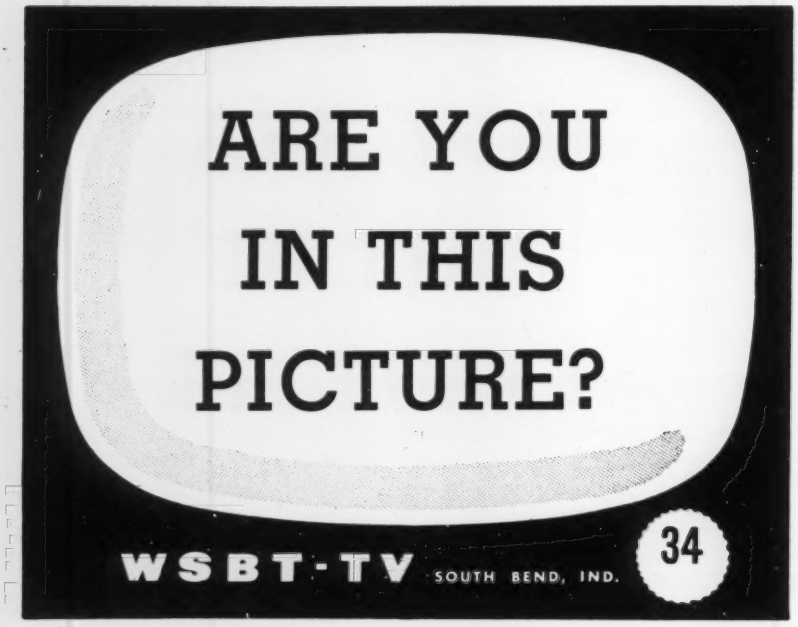
Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time NYT.

**ABC—**
7:55-8 p.m., Les Griffith & The News, (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.
**It's Time**, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

**CBS—**
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Gen. Motors — Allen Jackson—Sat.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
**G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.**
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.
**Arthur Godfrey Time**
10-10:15 a.m., Pet Milk Co.—M.-F. alt. days; Murine Co.—alt. Tue., alt. Wed.
10:15-30 a.m., Campana Sales Co.—M.-Th. alt. days; Staley Mfg. Co.—M.-Th. alt. days
10:30-45 a.m., General Motors, Frig.—Tu., Th.; Bauer & Black—Mon. & ea. 4th Fri.; Corn Products—Wed. & ea. 4th Fri.; Staley Mfg.—Alt. Fri.
10:45-11 a.m., Bristol Myers—M., W.; Kellogg—Tu., Th.; Campana—alt. Fri.
11-11:15 a.m., Lever—M., W. alt. Fri.; Toni—Tue.; Dow Chemical—Thur.; Kellogg—alt. Fri.
11:15-30 a.m., Pillsbury Mills—M.-Th.; Toni—ea. 4th Fri.; Dow Chem.—ea. 4th Fri.; Gen. Motors—alt. Fri.
**Amos 'n' Andy Music Hall**
Brown & Williamson, M. W., Ted Bates

**MBS—**
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co. M.-F.; Pearson Pharmacal—M.-F.; Curtis Candy Co.—W.

**NBC—**
* Monitor participating sponsors: Charles Antell, Chesebrough, Bristol Myers, Philip Morris, Miller Brewing, Morton Salt, RCA, Williams, Socony, Carter.
** Mary Margaret McBride: M.-W.: Q-Tips; Tu. & Fri.: Sustaining; Thur.: Gen. Foods.
*** Kenneth Banghart—News; M., W., F.: Sustaining; Tu. & Thu.: Standard Brands.
**** Fibber McGee & Molly (3-Plan sponsorship).
***** Hotel For Pets: M., W., F.: Sponsored by Coast Fisheries with stations not ordered on commercial lineup, taking program on a sustaining basis. Tu. & Th.: Complete sustaining network.




**BETTER TAKE A CLOSE LOOK AT THIS PICTURE. WE THINK YOU OUGHT TO BE IN IT AND HERE'S WHY . . .**

**WSBT-TV DOMINATES THE SOUTH BEND MARKET**

No other station, UHF or VHF, whose signal reaches the South Bend Market, even comes close to WSBT-TV in share-of-audience. South Bend is a fringe area for Chicago and Kalamazoo TV stations. To illustrate: After WSBT-TV began carrying the Ed Sullivan Show, this program's South Bend audience increased over 300%! Further proof: When WSBT-TV went on the air, set ownership in South Bend jumped from 29% to 80%! (Hooper, Nov., 1954).

**WSBT-TV VIEWERS COMPRISE ONE OF AMERICA'S RICHEST MARKETS**

South Bend's Metropolitan Area is the Nation's 5th richest in family income. The South Bend-Mishawaka City Corporate Area is Indiana's 2nd largest in income and sales!

**WSBT-TV GIVES YOU A BIG, PROSPEROUS 14-COUNTY COVERAGE AREA**

Population of the station's coverage area is 814,600 or 248,900 homes. Effective Buying Income . . . $1,342,802,000. An exceedingly important market!

**WSBT-TV REACHES 181,953 UHF EQUIPPED SETS**

95% of the TV homes in the area are UHF-equipped to receive WSBT-TV.

WSBT-TV SOUTH BEND, IND. CHANNEL 34 CBS DuMont

A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES




WBA's campaigns against state-owned tv networks in Wisconsin (defeated by referendum vote), "fast-time" proposals, and the associations work on spurring the sale of U. S. Savings Bonds, which helped the Treasury Dept. reach its goal of $5.5 billion. The association was awarded a certificate of appreciation from Treasury at WBA's meeting in Milwaukee earlier this year.

Kentucky is on the threshold of getting remedial libel legislation adopted along lines of that in other states, delegates were told by Sam Livingston, WKYB Paducah. Speaking as president of Kentucky Broadcasters Assn., Mr. Livingston said it had tried twice before but was thwarted. This time, he noted, KBA has succeeded in getting pledges from Kentucky's two gubernatorial candidates they will press for such legislation. KBA is continuing to contact legislators in local districts.

"Outstanding" work thus far was on a traffic safety program by KBA's member radio-tv stations, which succeeded in reducing traffic tolls. During last March stations aired some 14,476 announcements and 229 programs for a total of 2,010 minutes, and stations have pledged continued support of the campaign. KBA will hold its fall meeting in Lexington Oct. 13 with FCC Comr. Robert Bartley as principal speaker, Mr. Livingston said.

Paul F. Braden, WPFB Middleton, Ohio, speaking for the Ohio Assn. of Radio & Television Broadcasters, said OARTB has been active on a placement service and life insurance program for employes (50¢ per $1,000 per month). Latter is being handled by New York Life Insurance Co. and is divided into four classifications ranging from $3,000 up to $10,000. Its three biggest activities: legislation permitting FCC license-holders to use call letters on their license plates; a bill authorizing the board of education to make annual contributions to television foundations; and legislation permitting access to radio-tv stations to meeting of all government bodies, including city and county groups.

OARTB will hold a meeting at the Deschler-Wallick in Columbus Oct. 7-8, with separate radio-tv programs and emphasis on sales. Merchandising also will be discussed from the station angle.

Ed Thoms, WKJG Fort Wayne, spoke for Indiana Broadcasters Assn., and reported his group in a "healthy condition." He described IBA's legislative committee as one of its most important assets. The association has cooperated with the Governor's committee on highway safety, he noted. IBA meets three times annually, emphasizing sales and programming. He noted all but one or two of some 55 stations are IBA members.

Recap of a hectic legislative year was recounted by Harold Dewing, WCVS Springfield, as president of the Illinois Broadcasters Assn., in libel developments. He noted the presence of a criminal libel law since 1947 and efforts by Sen. William Connors (D) to revise it to include television. The Connors measure also would have subjected stations and their employes found guilty of libel to imprisonment.

The Connors bill, passed by the Illinois Senate, was beaten in a House committee once broadcasters became apprised of its inherent dangers. Another measure—a civil libel bill which generally had broadcasters' support—failed to get any action.

A third, permitting drivers with FCC licenses to use call letters on plates, is still pending.

Controversial beer legislation in the Michigan legislature was reviewed by Fred A. Knorr, WKMH Dearborn and the Knorr stations. By incessant contact with legislators, the

*big network star!*
*masterful quizmaster!*
*penetrating panelist!*
*lightning quipster!*

**Bill Cullen brings new bounce to New York every morning on the new BILL CULLEN SHOW**

The BILL CULLEN SHOW is not just plain Bill. Cullen's yocks are surrounded by plenty of good morning music, *live*, from Eddie Safranski's orchestra, news, records, traffic and weather reports. All this adds up to plenty of new excitement, new listeners, *new customers.* Wide-awake advertisers will get a big jump on their competition by calling WRCA or NBC Spot Sales right now.

**WRCA · 660**

NBC **Radio in New York** • *Represented by NBC Spot Sales*

Michigan Assn. of Radio & Tv Broadcasters was able to defeat the bill but its author, Rep. John J. McCune (R), has promised to reintroduce it at another session [B•T, Sept. 19]. Nub of the complaint is the actual showing of beer being imbibed on tv.

Among other accomplishments, Mr. Knorr noted MARTB succeeded in getting the U. of Michigan and Michigan State U. to cut broadcast right fees in half for stations carrying football. The relaxation does not apply to a feeding station.

## TvB UNCOVERS 'DYNAMICS' OF TELEVISION—TREYZ

TELEVISION Bureau of Advertising is continuing to explore and uncover new fields and markets in its campaign to expose "weak" advertisers to the "dynamics of television" and supply "passkeys" for successful use of the medium, Oliver Treyz, TvB president, told NARTB's regional meetings last week.

Speaking on "Tv, the Selling Machine," Mr. Treyz called for greater tv advertising appropriations with facts and figures and a competitive look at the Bureau of Advertising of the American Newspaper Publishers Assn.

TvB is trying, he said, to "relate the lesser known values of spot tv to the more celebrated values of network television." He mentioned a new concept being utilized by the bureau in its exploration of the sudless detergent, gasoline-motor oil, dog food, cigarette and other fields —that of relating product facts to viewing characteristics and other factors. ("If we can find out that 80% of miles on cars are accounted for by 40-50% of driving homes, and measure them against viewing characteristics, we will have factual information to offer the advertiser.")

In the face of a prediction that $275 million will be spent for spot tv this year, Mr. Treyz asserted, TvB has tried to put "spot tv in proper focus." The bureau, in cooperation with N. C. Rorabaugh will issue next February a breakdown of tv spot expenditures by company and brand. Knowledge of competitive expenditures by advertisers would do much to expand tv budgets, he said.

TvB's presentation last Wednesday, offered for the first time in slide form, stressed that the young housewife is the dominant factor in tv viewing.

Mr. Treyz noted that a survey of 100 leading advertisers for 1954 showed newspapers topping the list with 31.4% as against 30.3% for television. But, he added, the Magazine Adv. Bureau omitted spot tv which, with network, brought the figure to 40.4%. He stressed that television is truly "a national medium" and not alone urban, reaching 96 out of every 100 homes. And the larger families watch tv more, he added.

Mr. Treyz also recalled a survey by the Institute of Motivational Research on tv's influence on food shoppers. Tv derived 49.4% of sales dollars among 800 interviews. He also pointed out difference in program types for advertisers, giving these viewing figures: 22 million for newscasts, 13 million for weather, 11.1 million for movies, 12 million for children's shows and 4.1 million for women's programs. But women remain the primary viewers, he claimed, throughout the daytime-evening hours.

What does all this mean to the advertiser, he asked? It costs the advertiser 2/5 of a cent for newscasts, 1/3 cent for weather shows, 1/5 cent for movies, 1/2 cent for women's shows and 1/6 cent for children's programs. The general benefits for tv: audience, believability, flexibility, local support and economy.

## Krueger Defends Tv's Right to Free Access

CENSORSHIP and denial of equal news access for television on a par with other media stem from "the thinking of little men" and are "dangerous" to the concept of freedom of information, NARTB delegates at the Chicago regional meeting were told last week.

"Television is no step-child and no less a means of disseminating information than the radio and press," Jack E. Krueger, news editor, WTMJ-TV Milwaukee, asserted Wednesday before Region 4 delegates. He said it is "our duty to expose threats to it whenever they arise."

Mr. Krueger recalled the recent closed telecast circuit of the American Bar Assn.'s House of Delegates proceedings in Philadelphia, staged on a pool basis by WPTZ (TV), WCAU-TV and WFIL-TV in cooperation with NARTB. He described it as a "smashing victory" against arguments that tv cameras upset the "decorum and dignity" of such proceedings.

But he chided the ABA for not publishing any "findings" on the demonstration.

Not a week after the Philadelphia demonstration, Mr. Krueger pointed out, these incidents of censorship popped up: (1) a ban on publication of polio victims names, (2) another on picture taking in the courtroom in the Emmett Till case in Sumner, Miss., (3) and a proposal to ban tv and pictures in Milwaukee courts.

In the last instance, a previous criminal code provision prohibits tape-recordings and broadcasts. There is a proposal now to ban picture-taking and television too. A group of lawyers has been seeking to amend the law and a hearing has been set for Oct. 3.

Turning to tv news, Mr. Krueger stressed that "getting news to the public by tv is more important than the format used." Tv news is still somewhat hampered by the delay factor but will catch up, and is ahead of radio already on coverage of hearings, conventions, sports and investigations, he noted. As television news matures, he predicted, it will bring more problems.

### Value of Local News

Mr. Krueger stressed local news as a means of "prestige" and pointed many stations without "lush" facilities have "put their ingenuity to work." He also described WTMJ-TV's new Colorbal unit for transmitting color from opaque cards, bypassing slides [B•T, Sept. 5].

Mr. Krueger noted support from NARTB, Radio-Television News Directors Assn., Sigma Delta Chi and other groups in the fight for freedom of information and also noted lack of cooperation among radio-tv-press in some localities.

He urged stations to adopt a "firm news policy" on such matters of news presentation.

## Radio Sells to Farmers Best, Delegates Are Told

FARMERS offer one of the most important buying units for advertisers, and radio is the best way to influence their spending, delegates to NARTB regional meetings were told last week at Chicago and Saranac Lake, N. Y., meetings (see NARTB stories starting page 72).

Two spokesmen for the National Assn. of Tv-Radio Farm Directors told how farmers are buying practically everything any city family buys. They were Jack Jackson, KCMO Kansas City, and Robert Miller, WLW Cincinnati.

At Chicago Mr. Jackson reminded that 99% of farm homes have radios and the families spend 25% more time listening to radio than city dwellers. Another 67% have car, truck and tractor radios, he said, besides a set in the milking barn, shop or other buildings. Half of all radios outside the farm home are in use between 5 and 8 a.m.

"Farmers are spending money but they aren't looking for bargain package deals," he said, explaining the marginal farmer who buys a $1.98 mail order bundle of fruit trees soon moves to other fields and makes way for efficient operators. He contended farming is "a highly specialized" business, with many farmers buying "every ounce of food the family eats along with furniture, air conditioners, automobiles and other products that city families buy."

"Somewhere," Mr. Jackson claimed, "broadcasters have failed to convince advertisers that farm radio can sell these consumer items to farmers." If radio is to be a farm tool as well as entertainment medium, it must provide the kind of information the farmer needs in running his business.

Farm shows are well sold and attract adjacency sponsors, he said, reminding that national advertisers are showing growing interest in rural radio.

Mr. Miller told broadcasters "there's money out there in the country—go get it." He listed several success stories in the rural radio field and suggested public service farm programming is effective in building listenership as well as attracting advertisers. He said a farm program need not be an audience killer. If done with imagination, he said, it will draw important city listenership.

## AP GROUP NAMES WHO'S SHELLEY

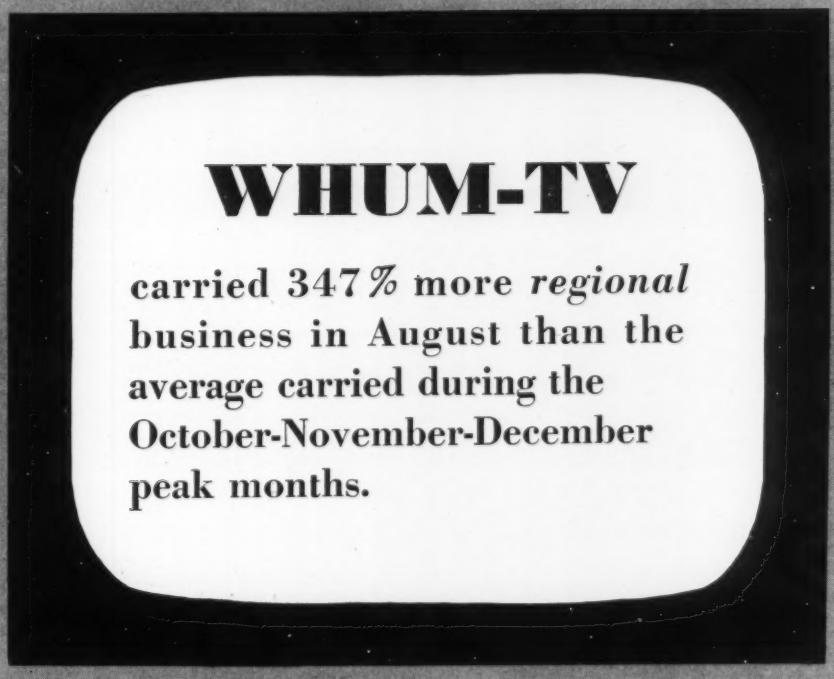
**Newly-formed radio-television association holds elections in New York. Among projects of group is study of means to better cooperation between stations and wire service.**

JACK SHELLEY, WHO Des Moines news manager, was elected president of the newly-formed Associated Press Radio & Television Assn. [B•T, Sept. 5] which held its first board meeting Monday at the AP general office in New York.

MR. SHELLEY

Joe H. Bryant, president and general manager of KCBD-TV Lubbock, Tex., was elected first vice president; Daniel W. Kops, vice president and general manager, WAVZ New Haven, Conn., second vice president; Jack Krueger, news editor of WTMJ-TV Milwaukee, Wis., and H. J. Chandler, general manager, KFLW Klamath Falls, Ore., vice presidents-at-large. Oliver Gramling, assistant general manager of AP, was elected secretary of the group, and Robert R. Booth, AP treasurer, was elected treasurer of APRTA.

The board, made up of 16 station members, decided that Mr. Shelley would make appointments to committees which will be set up. For the present, various committees operating under the original AP Radio Member Committee will continue to operate. One of these is the "continuing study committee" that is a "watchdog" group over telescripts sent station members on


WHUM-TV
carried 347% more regional business in August than the average carried during the October-November-December peak months.

# WHUM-TV

**Reading, Pa.**

*CBS for Eastern and Central Pennsylvania*

**H. J. Greig, President  Jerome Sill, Executive Vice President**

***Represented by H-R Television***

**Affiliated with WHUM - CBS - Radio in Reading**

the AP radio wire. This unit will receive suggestions and complaints which it will turn over to the association.

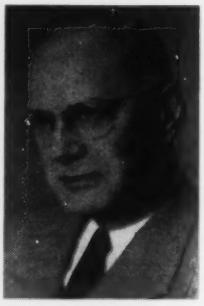
In its review of past actions and accomplishments, the board noted that as a result of a suggestion by a subcommittee of the old member radio group, the AP has been carrying a daily weather feature, "Let's Look at the Weather," on its wire. A survey of its 1,400 member stations disclosed to AP that this feature was one of the most popular and salable of those being serviced. Some 843 stations responded to the questionnaire.

It also was decided that a committee would work toward obtaining increased radio station participation in the news service. Noted was the increase over the past three years and an estimate that the AP now is getting five times the number of stories from radio stations that it obtained in earlier years.

An outgoing group—News Report Committee—reported on a study of AP radio wire's coverage of radio-tv industry news, primarily of interest and use of station management. The committee recommended this type of news be continued—on the national wire when of interest across the nation; on regional wires when the interest is local, state or regional with bureaus alerted to watch for such copy. Another recommendation was that the briefing of FCC grants on the wire have a notation added for bureaus to file details.

## ANA Names Allen V.P. In Expansion Program

THE Assn. of National Advertisers last week appointed Joseph M. Allen, radio-tv director, to a vice presidency. He will continue to hold the radio-tv post in addition to that of heading up the new Information Services department of ANA.



MR. ALLEN

Prior to joining ANA in 1952, Mr. Allen served on both radio-tv and public relations steering committees and was a board member of the ANA Radio Council. He also has been active as a board member of Broadcast Measurement Bureau.

Announcing the formation of the new Information Services department, ANA President Paul West said that because of the association's vastly expanded program, "the importance of ANA's function in both gathering and disseminating information has grown substantially."

Before joining ANA, Mr. Allen was vice president in charge of public relations for Bristol-Myers, where he also had been vice president in charge of product advertising.

## Texas Women to Meet Oct. 8

TEXAS chapter of American Women in Radio & Television will hold its annual meeting in the Fredonia Hotel, Nacogdoches, Oct. 8. The opening panel will include radio and tv traffic problems while the noon luncheon will feature discussion and demonstration of film commercials. Industry men, yet to be named, will discuss various commercial aspects of radio and television during the afternoon. The meeting will close with a banquet and address on "The Legal Pitfalls of Broadcasting."

## Lee Named President Of Mich. Broadcasters

CARL E. LEE, WKZO Kalamazoo, Mich., was elected president of the Michigan Assn. of Radio-Tv Broadcasters at the close of its two-day meeting at Hidden Valley a fortnight ago [B•T, Sept 19].

MR. LEE

Also elected were Sibley Moore, WJR Detroit, vice president; Howard H. Wolfe, WKNX Saginaw, secretary-treasurer; and Les Biederman, WTCM Traverse City; Harold L. Neal, WXYZ Detroit, and J. P. Scherer, WHFB Benton Harbor, as directors.

Discussed on the closing day of the meeting was radio-tv's role in election campaigns. Speakers were John Feikens, chairman of the Republican State Central Committee, and Neil S. Staebler, chairman of the Democratic State Central Committee, both Michigan. They agreed that the media are more personal and immediate than newspapers. Bill Michaels, WJBK-TV Detroit, was moderator. Robert Booth, partner of Bingham, Collins, Porter & Kistler, Washington, D. C., spoke on radio law. Luncheon speaker was Detroit's Mayor Albert E. Cobo.

Robert Mason, WMRN Marion, Ohio, spoke that afternoon (Sept. 16) on the "do's and don'ts" of small station operation, emphasizing that a station should seek to become part of the community it serves and work toward good citizenship.

Harold E. Fellows, NARTB president, was the featured and final speaker. He asserted radio now is a local medium [AT DEADLINE, Sept. 19].

## New Speakers Named For RAB N. Y. Clinic

ADDITIONAL speakers—most of them agency executives—who will relate radio success stories at Radio Advertising Bureau's national radio advertising clinic set for Oct. 13-14 at New York's Waldorf-Astoria, were announced last week.

RAB said the speakers are in addition to two announced earlier [AT DEADLINE, Sept. 5]. Still other radio advertisers are slated to describe how radio is used to solve problems in national or regional campaigns.

Commander Whitehead, the "ambassador-at-large" for Schweppes' quinine water, will tell how the company developed the U. S. market through spot radio. He will be assisted on details by Frank Johnson, vice president, Ogilvy, Benson & Mather Inc.

Detroit agency executive G. H. Bobertz, vice president of Clark & Bobertz Inc., which handles Citizens' Mutual Automobile Insurance Co., will talk about the firm's radio plan that has helped place the Citizens' Mutual as the second largest insurance company in the Detroit market and which is now being used to develop the firm's business throughout western and central Michigan.

Another executive, William Wright, president, Wright-Campbell Adv., Chicago, will present the regional radio success story of W-C's account, Kitchen Art Foods (for Py-O-My pie mix). The pie mix radio campaign was coordinated with Kitchen Art's broker in each of the markets to achieve maximum merchandising benefit, according to RAB.

Another success story—on farm radio—will be told by John H. Dow, vice president, Bozell & Jacobs, Omaha, who will pay particular attention to a livestock remedy, Gland-o-Lac, that has been using farm radio for the past four years.

Jax Brewing Co.'s radio use as a large regional brewing company will be covered by William H. Thomas of the Fitzgerald Advertising Agency, New Orleans. Specific examples of Jax advertising will be presented.

The first day of the two-day clinic will be devoted to a detailed study of the campaigns noting the latest techniques developed for using radio efficiently and effectively in overall advertising plans. Panels on radio copy, marketing and upcoming research projects to guide national advertisers in radio use, regionally and nationally, also are on the agenda.

## Community Bcstrs. Ask Class IV Power Boosts

INCREASE in power from 250 w to 1 kw will be asked for Class IV stations by Community Broadcasters Assn., following a postcard survey showing overwhelming support for the project.

Community's executive committee decided at a meeting held Sept. 18 in Chicago to ask FCC for the increase. CBA contends 250 w outlets will get better daytime coverage as well as better signals in the areas now covered as a result of the power boost. The CBA board decided Tuesday that engineering studies should start within a fortnight.

Change in FCC standards will be asked, with the interference ratio changed from 1-2 to 1-1. This is warranted by improvement in the selectivity of receivers, according to Community, which argues it is economically feasible. Its members contend they are selling time at a competitive disadvantage with daytime 1 kw stations and that they provide their listeners with public service programming at night.

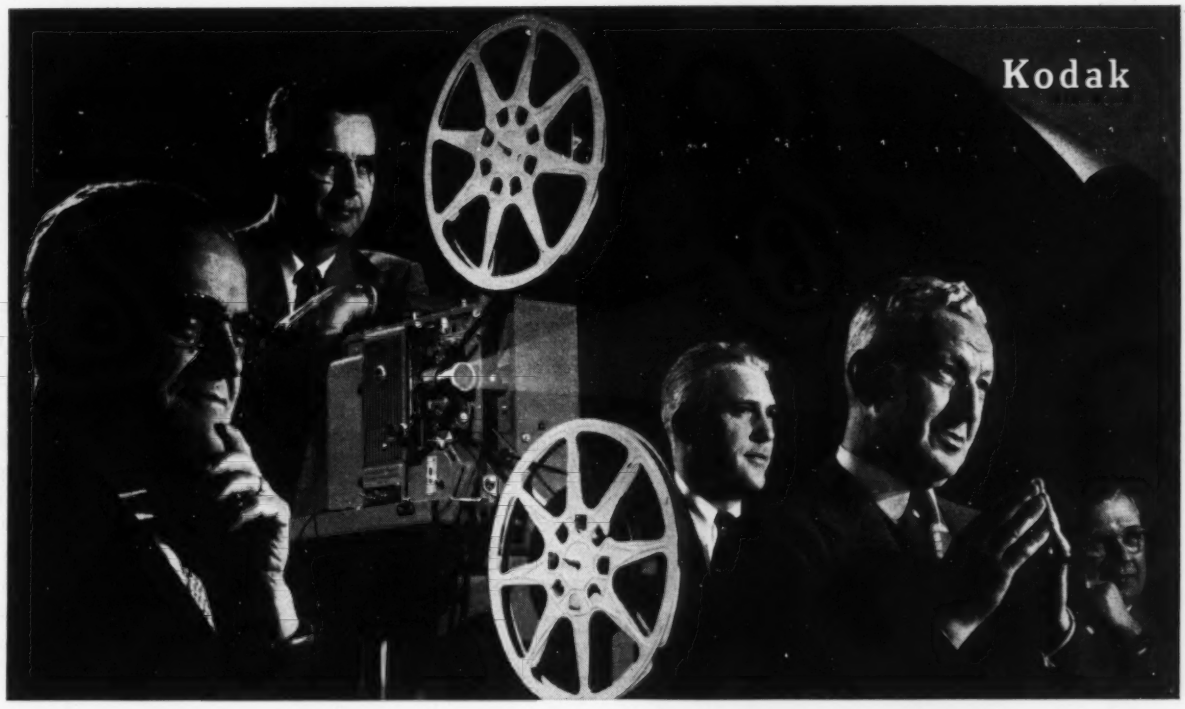
Officers of Community are F. Ernest Lackey, WHOP Hopkinsville, Ky., president; Robert T. Mason, WMRN Marion, Ohio, vice president, and John R. Henzel, WHDL Olean, N. Y., secretary-treasurer.

## Barnum, Hilton Head Six Advertising Sessions

THE Assn. of Advertising Men and Women last week announced a series of six sessions covering new product advertising. For six consecutive Tuesdays, starting Sept. 27, the AAM & W will meet in New York's Biltmore Hotel to hear leading marketing experts discuss such phases of product marketing as media selection, market research and potential.

Leading the course, which costs $10 for nonmembers, are H. J. Barnum Jr., Lever Brothers' Good Luck division, and Peter Hilton, president of Hilton & Riggio.

Guest speakers scheduled will include Charles Caffery of the copy department, D'Arcy Adv.; William Mathews of the media department, Young & Rubicam; William Newbold, product manager, Lever Bros., and Edgar V. Hall, Manufacturer Services director of Local Trademarks Inc.




# SELLING SIGHT AND SOUND

## is easier with these 5 built-in advantages of Kodascope Pageant Sound Projectors

You probably know all too well how technical imperfections in film presentations can stymie program sales. Many TV salesmen avoid these imperfections and get the finest in 16mm. preview projection with one of the six Kodascope Pageant Sound Projectors. Here are five good reasons why:

**1. Crisp pictures.** You get sharp focus in *both* center and corner screen areas with the Pageant's built-in field-sharpening element. And for projection under adverse conditions, three of the Pageant models are specially equipped to throw 40% extra light onto the screen.

**2. Clear, comfortable sound.** Pageant Projectors give you better sound five ways. First, the exclusive Fidelity Control lets you focus the sound-scanning beam to get the most from *any* optical sound track. Next, the powerful 7- and 15-watt amplifiers are true-rated for full delivery. Third, the matched speakers are of ample capacity for the amplifier output. Fourth, special bass and treble controls are built into the 15-watt Pageant models. And finally, low-speed nylon gear operation and permanent prelubrication insure that your Pageant will not produce any distracting noise of its own.

**3. Trouble-free operation.** Repairmen say that the main cause of projector breakdowns is improper oiling. You completely by-pass this problem with a *permanently* pre-lubricated Pageant. It will *never* need a drop of oil!

**4. Easy portability.** Four Pageant models snap neatly into single, compact units—easily handled anywhere by one person. Two other Pageant models carry in two, trim, matching cases.

**5. Versatility.** At least one of the six newly redesigned Pageant models is specially suited to your particular projection requirements. Prices start at a sensible $425. (*Subject to change without notice.*)

### Ask for a free demonstration

You can prove to yourself that a Pageant will be your best friend for selling sight and sound. Let your Kodak Audio-Visual Dealer help you pick and try out the Pageant model that best fits your needs. He also has for you a free copy of a new color catalog giving full details on the new Pageant line. See him soon, or just mail us the coupon below.

## For all your TV movie-equipment needs...

**FOR PERMANENT INSTALLATION**

The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanism, assure ultrasmooth performance. Light source may be either tungsten or high-intensity arc.

**ANYTHING THAT MOVES**

On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With preloaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action when that big story breaks in your city.

**EASTMAN KODAK COMPANY** 9-82
**Dept. 8-V, Rochester 4, N. Y.**

**Please send name of nearest Kodak Audio-Visual Dealer and information on Kodascope Pageant Sound Projectors ☐ Eastman 16mm. Projector, Model 25 ☐ Cine-Kodak Special II Camera ☐**

NAME_____ TITLE_____

COMPANY_____

STREET_____

CITY_____ (Zone) STATE_____

# Tv Problems Mulled At Engineers' Meet

FUTURE of uhf and the current suggestions for reallocation, de-intermixture, lower separation factors, directional antennas, lower power, 5 million watts, and other recommendations to solve the current uhf-vhf dilemma highlighted the Sept. 23-24 meeting of the Professional Group on Broadcast Transmission Systems of the Institute of Radio Engineers in Washington last week.

This discussion took place at a panel meeting Friday night following the meeting's banquet. Members heard FCC Comr. Rosel H. Hyde, Stuart L. Bailey, of Jansky & Bailey and past president of IRE, and Fred Weber, WHTN-TV Huntington, W. Va., and a leader in the Uhf Industry Coordinating Committee.

Dr. W. L. Everitt, engineering dean of the U. of Illinois, was the moderator.

Mr. Hyde repeated what he had said before [B•T, Sept. 5; see Lee story on page 27]. He urged that a review of the tv allocations plan be made, with more emphasis on market economics, possible less rigid separation factors, and selective de-intermixture.

Mr. Bailey's contentions were that there is nothing technically wrong with uhf that more power wouldn't cure. But this would mean saddling struggling uhf broadcasters with more expense, he added. Uhf's major problem, Mr. Bailey said, was economic.

The possibility of an improved uhf receiver was not seen on the horizon, Mr. Bailey declared.

Mr. Weber agreed that it was most convenient for advertisers to have two major networks, but he pointed out the dangers inherent in that situation. He called for a sweeping reappraisal of the tv allocation principles, asked that vhf's be cut down to uhf size.

Among the papers read at the two-day meeting was one recommending that the FCC issue a "terrain roughness" map. This was made by E. W. Chapin, assistant FCC chief engineer in charge of the Laboratory Division. Engineers could use such a map in computing signal fields for uhf stations, he said.

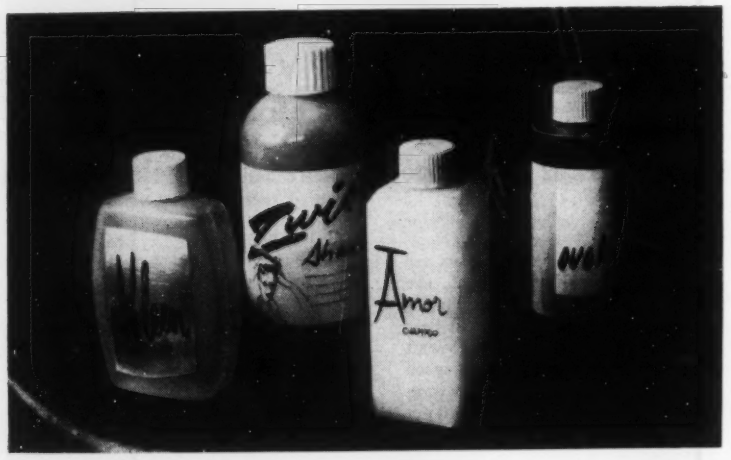
In another paper read at the meeting, much interest was evoked by L. J. Wolf, of RCA, who spoke on multiple tv antenna systems. He used the "candelabra" radiators of WFAA-TV and KRLD-TV, both Dallas, as an example; also the multiple antennas on the Empire State Bldg. in New York, and on the Foshay Tower in Minneapolis.

Other papers were read by H. W. Morse, GE; John Ruston, DuMont Labs.; Philip B. Laeser, WTMJ-TV Milwaukee; C. X. Castle, Storer; W. C. Morrison, K. Karstad, James W. Tuska, RCA Labs; Harold Toulson, GE; R. A. Isberg, Ampex; A. C. Goodnow, Westinghouse; R. E. Peterson, WNBF-TV Binghamton, N.Y.; E. F. Vandivere, Vandivere, Cohen & Wearn, Washington, and Paul C. Schafer, Schafer Custom Engineering.

Moderators, in addition to Dr. Everitt, were: Ralph N. Harmon, Westinghouse; Stuart L. Bailey, Jansky & Bailey Inc., and George C. Davis, Washington. Oscar Reed Jr., Jansky & Bailey Inc., acted as chairman of the conference.


$2,343,430

Worth of Shampoo!!




Mr. Shampoo Manufacturer—just one jar, tube or bottle of your shampoo sold to the radio homes in WGN's area at only 50¢ each would mean $2,343,430 in sales!* WGN reaches more homes than any other advertising medium in Chicago, and our **Complete Market Saturation Plan** has proven it can sell your products to these homes.

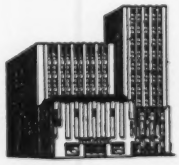
* Nielsen Coverage Service.

*A Clear Channel Station Serving the Middle West*

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Advertising Solicitation Office: 220 E. 42nd Street, New York 17, N. Y., for New York City, Philadelphia and Boston

Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

**SPECIAL NOTICE: WGN, Inc.'s New Telephone Number Is Michigan 2-7600.**


## Community Tv Groups Set Northwest Meet This Week

CHANGE in FCC rules to permit community tv systems to build their own microwave relay systems to bring big city tv signals to small, wired communities will be one of the major topics to be discussed at the joint meeting of the Pacific Northwest Community Tv Assn. and the National Community Tv Assn. in Walla Walla, Wash., tomorrow (Tuesday) and Wednesday.

Guests will be Sens. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, under whose jurisdiction the FCC and communications falls, and Wayne Morse (D-Ore.).

Under present FCC rules, separate common carrier companies are required to establish intercity microwave relays to bring broadcast tv signals to antenna systems. There are about a half-dozen in operation or applied for at present. Community tv operators feel they should have the same privileges which tv stations have been seeking, the right to put in their own connections for relay purposes.

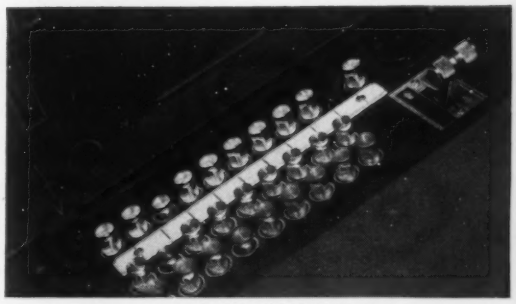
Next month, Oct. 25-26, the NCTA Western Regional Conference is scheduled for Colorado Springs, Colo. Among the topics to be discussed at that meeting is closed circuit tv programming by community antenna operators [B•T, Aug. 27, Sept. 19] and satellites and booster broadcast stations, which many antenna operators see as a threat to their livelihood.

## Illinois Broadcasters to Elect

NEW officers will be elected by the Illinois Broadcasters Assn. at its fall meeting in the Abe Lincoln Hotel in Springfield Oct. 10. Principal speakers at the one-day session, to be presided over by Harold Dewing, WCVS Springfield and current IBA president, will be Charles Tower, manager of NARTB's employe-employer relations department, and Ben Sanders, president and general manager of KICD Spencer, Iowa.

# How to give your TV commercials a "COMPETITIVE EDGE"

Television audiences today are "conditioned" to many of the brilliant motion picture techniques now also used in TV productions—and they like it! Take away smooth switching—fades, lap dissolves, and transitions they are used to watching—and commercials look flat, dull, and jerky. Add these effects and the same presentations take on sparkle and dimension. In short, *your commercials have a "competitive edge"!*



TS-11A VIDEO SWITCHER

### Are your presentations out of date?

Are your commercials limited to "direct switching" from scene to scene—or simple fades to black—because an elementary video switcher is used? If so, the sponsor is not getting the full benefit of all the programming ingenuity that could be at his disposal.

### How to make commercials "live"

Modern video switching with special effects is your answer. With it, program directors can produce a variety of attention-getting effects in an instant; horizontal and vertical wipes, horizontal and vertical splits, controllable inserts, wedges, and other optical effects. You push the button for whatever you want—and insert the effect wherever you want it. Up goes audience interest. And up goes sponsor satisfaction.

### Which Switcher for you?

RCA has a video-switching system to meet the specific requirement of each and every station.

For example, RCA's TS-5A is ideal for small studio operations—provides fades, lap dissolves, super-positions—handles 5 signal inputs.

Type TS-11A is designed for maximum utilization of facilities—for any size operation. It provides all facilities—includes a program transfer switch for previewing fades, lap dissolves, and special effects. Studio programs can be rehearsed while network or film is "on-air."

Type TS-20 is a relay switching system for the larger installations. It is the ultimate in flexibility for modern programming. You can begin with as few as 6 inputs and 2 outputs and build up to a maximum of 12 inputs and 6 outputs.

### Special effects equipment

Twelve attention-getting effects at your finger-tips . . . You push the button for the effect you want. You swing the "control stick" and put the selected effect wherever you want it. Simple, inexpensive—requires no complicated equipment or extra cameras. Any one of the above switchers coupled with this special effects equipment can give you the extra sales "edge" you want.

For expert help in planning the right video switching and special effects system, call your RCA Broadcast Sales Representative.

*Ask the Engineer —he knows*

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DIVISION · CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal

## Hoffman Praises Industry On Radio-Tv Week Activity

COOPERATION of all segments of the industry in building National Radio & Television Week into a vigorous consumer promotion event was praised Wednesday in Hollywood by H. Leslie Hoffman, head of his own West Coast radio-tv manufacturing firm and president of RETMA. Addressing a civic-industry luncheon meeting at the Beverly Hilton Hotel, Mr. Hoffman called for an end of making excuses for radio and television's so-called shortcomings and said it is time the two media faced self-appointed critics proudly.

The luncheon's honor guests included inventor Dr. Lee de Forest, described as the father of radio; Harry Lubcke, pioneer television engineer, now consultant; Norman Ostby, vice president in charge of station relations for Mutual-Don Lee and president of Southern California Broadcasters Assn.; Richard Moore, president of KTTV (TV) Los Angeles and past president of Television Broadcasters of Southern California; John S. Gibson, Los Angeles City Council president, and Herbert S. Bell, president of Packard-Bell Co., introduced as the earliest active manufacturer on the coast.

## Canavan, Schmidt Join RAB As Account Executives

ROBERT P. CANAVAN, formerly an account executive with Devney & Co., and Daniel E. Schmidt III, previously in the same capacity at Free & Peters, last week joined Radio Advertising Bureau's national sales staff as account executives. Mr. Canavan, who will handle the beer, wine and tobacco classifications for RAB, was associated with KROD El Paso as commercial manager and Coors Brewing Co. as regional advertising director prior to joining Devney. Mr. Schmidt, who has served with CBS Radio Spot Sales and George P. Hollingbery, will work on all automobile classifications except new cars, and on agriculture, insurance and financial accounts.

## New England Club Changes Its Name

TWENTY FOUR year old Radio-Tv Executives Club of New England officially changed its name to Broadcasting Executives Club at the organization's first board meeting of the 1955-56 season held in the Bradford Hotel, Boston.

President of the club is Paul H. Provandie of Hoag & Provandie, Boston. Harry Wayne McMahan, writer and producer of tv commercials, spoke at the club's first general meeting last Wednesday.

## Employer-Employe Unit Named

LESLIE C. JOHNSON, WHBF-TV Rock Island, Ill., has been named chairman of the NARTB Employer-Employe Relations Committee by President Harold E. Fellows. Other members: Radio—Herbert E. Evans, Peoples Broadcasting Corp.; S. R. Sague, WSRS Cleveland Heights, Ohio; Calvin J. Smith, KFAC Los Angeles; C. L. Thomas, KXOX St. Louis. Television—Ben Ludy, WIBW-TV Topeka, Kan.; Philip G. Lasky, KPIX (TV) San Francisco; Herbert R. Ohrt, KGLO-TV Mason City, Iowa; Donald W. Thornburgh, WCAU-TV Philadelphia. Networks—William Fitts, CBS; B. Lowell Jacobsen, NBC; William Regan, MBS; Mortimer Weinbach, ABC.



# NEW PROGRAM CONCEPT OF ABC RADIO SCHEDULED TO GET UNDERWAY OCT. 24

**Time between 7:30 and 10 p.m. to be split into five multi-segmented shows. ABC President Kintner cites need for revision of radio's programming approach.**

ABC Radio officials are optimistic that the network's newly-announced "personalized listening concept" of programming will catch on with advertisers, stations and listeners. The revamp, which goes into effect Oct. 24, includes five, multi-segmented, across-the-board programs [CLOSED CIRCUIT, Sept. 19].

The new pattern, announced Wednesday by ABC President Robert E. Kintner, at first will be confined to the 7:30-10 p.m. NYT period but later will be extended to daytime periods. ABC said it already has had approval of its affiliates advisory board. The network will sell each program on a five-minute, segmented basis, setting an $800 maximum per segment and a $700 minimum (15 or more strips).

Since ABC Radio now programs a five-minute summary of news within each half-hour period, actually the new plan presents five 5-minute segments which will be interconnected in theme although otherwise separately contained.

At the same time ABC Radio, which had noted that its morning *Breakfast Club* was already being broken up for sale into 5- and 10-minute segments as well as the quarter-hour segments, disclosed that three advertisers—General Foods (Instant Postum), through Young & Rubicam; Drackett Co. (Dran-O, Windex), Cincinnati, through Young & Rubicam, and Glamorene Co. (rugs and upholstery cleaners), New York, through Product Services—had purchased total options for 11 out of 60 five-minute segments available in the Monday-Friday hour-long program. The new purchases are effective Oct. 3.

Charles T. Ayres, vice president in charge of ABC Radio, indicated the nighttime "new look" will range in material from practical advice on marriage, family and career problems from experts in the field, to special inspirational messages from the nation's spiritual leaders, to on-the-spot visits with people and places in both the U. S. and Europe, to off-beat features and entertainment.

The first "program unit," called "Events of the Day," will touch on events and human interest stories; the second, "The World Around Us" will cover people and places; the third, "A Better Tomorrow" will seek the advice of experts on home and career life, while the fourth, "Soundmirror" will document "the sounds of today and yesterday." The fifth unit was described as "offbeat," tackling the "unusual and the intriguing" ranging from explorations of areas such as extra-sensory perception to the capture of unusual sounds, classical readings and humorous features.

Another part of the ABC Radio's new concept will be new IDs to be used during all times, tying in all programming. According to ABC Radio, the three divisions of the day—morning, afternoon and night—will be block programmed to make the network a "personalized service which fits into the new listening patterns created by television":

- The morning will open up with *Breakfast Club*, which has been on radio 21 years. This program will be followed by *Stories for Housewives* which beginning Oct. 24 will have each program's story or episode completed in either a day or a week, thus doing away with the "continued forever" pattern of "standardized radio."
- The afternoon will present Martin Block and his *Make Believe Ballroom*.
- The nighttime service, beginning Oct. 24, will swing onto the airwaves the "personal listening" designed for "each member of the household."

In his comments on the new plan, Mr. Kintner said now that more than 75% of radio homes have tv, "we believe people expect from their radio sets a type of broadcast service different from that available from the television set in the living room. If there is merit and value in our new concept for radio, I believe it is because instead of starting from the premise that radio is merely tv minus the sight or somehow irrevocably linked to standard programming patterns of the past, our research and creative people have evolved a new method of using radio to inform, advise, educate and entertain listeners in a lively and intimate manner new to the medium.

"In making this important investment in radio's future, we are reprogramming with the individual listener in mind rather than aiming at a so-called 'mass audience'. The infinite variety of material—people, places and subject matter—we will be presenting eschews the old-time broadcast 'common denominator' program formula that aims at the so-called 'mass audience' or 'mass mind'. Since American listeners bring to radio a variety of interests and backgrounds, we believe radio should and can bring to them at least as much variety in terms of programming and by so doing can greatly add to the common knowledge, entertainment and enlightenment of all radio listeners."

## Misquoted

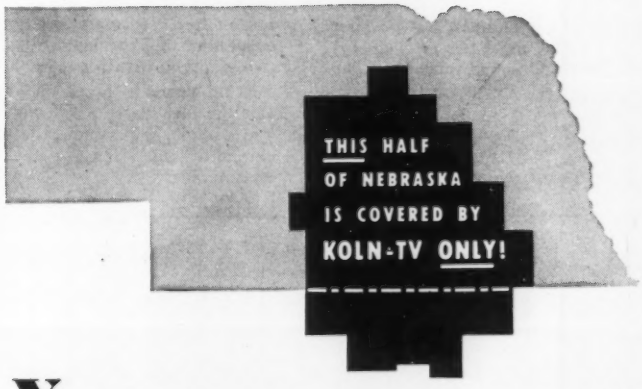
THE Sept. 19 issue of B•T incorrectly quoted Frank Stanton, president of CBS, as telling affiliates the network will be 21 years old in October. What Mr. Stanton actually said was that he will start his 21st year with the network next month. CBS began its 29th year Sept. 18.

## 'NBC Matinee Theatre' Buys Script Properties

ALBERT McCLEERY, executive producer of the forthcoming five-day-a-week, live, color and black-and-white *NBC Matinee Theatre*, last week announced the purchase of 56 script properties. The material, which represents a fifth of the total number of scripts needed for a one-year run of the scheduled programs, includes 23 original stories, 16 adaptations and 17 reruns of evening drama shows. Among the authors are Gore Vidal, Howard Rodman, Nancy Hale, Greer Johnson, John Klempner, Margaret Cousins and Thyra Samter Winslow. The adaptors are Lois Jacoby, James Herlihy, William Noble, David Chandler, Kathleen and Howard Lindsay, Speed Lamkin and Robert Bassing.

Originating from NBC's Color City in Burbank, Calif., the series begins Monday, Oct. 31, and will be seen Monday-Friday, 3-4 p.m. EST.

# ARE YOU HALF-COVERED IN NEBRASKA?




VIDEODEX JULY, 1955 REPORT
LINCOLN-LAND STUDY
Summary Table — Average Ratings — % TV Homes

| | | KOLN-TV | "B" | "C" | "D" |
|---|---|---|---|---|---|
| SUNDAY: | 1:00— 5:00 P.M. | 12.2 | 3.0 | 7.9 | 2.7 |
| | 5:00—11:00 P.M. | 19.0 | 7.9 | 9.3 | 3.9 |
| MONDAY THRU FRIDAY: | | | | | |
| | 1:00— 5:00 P.M. | 11.6 | 4.6 | 6.1 | 2.2 |
| | 5:00—11:00 P.M. | 20.3 | 8.5 | 9.3 | 3.3 |
| SATURDAY: | 1:00— 5:00 P.M. | 16.4 | 4.2 | 5.5 | 2.4 |
| | 5:00—11:00 P.M. | 19.1 | 9.7 | 8.6 | 3.6 |
| TOTAL: | 1:00— 5:00 P.M. | 12.3 | 4.6 | 6.2 | 2.4 |
| | 5:00—11:00 P.M. | 19.9 | 8.5 | 9.2 | 3.4 |

**You're half naked in Nebraska coverage if you don't reach Lincoln-Land** — 42 counties with 200,000 families — 125,000 unduplicated by any other station. The Videodex report for Lincoln-Land shows that KOLN-TV leads all other stations by far, afternoon and night, *every day in the week, and twice on Sunday!*

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

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# KOLN-TV

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WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

# CBS-TV HOLDS ON TO 'QUESTION'

**NBC-TV made powerful bid for the top-rated show last week, but couldn't win it away from its rival. ABC-TV also, but briefly, was in on the tug-of-war.**

IN WHAT was described as tv's biggest behind-the-scenes competitive battle between CBS and NBC for a top-rated show appeared to be about over Thursday night with Revlon Product Corp.'s *$64,000 Question* destined to stay with CBS-TV.

The fabulous success of the program, which on Oct. 4 becomes a simulcast on CBS Radio, heightened the battle which for a short time during the week reportedly also involved ABC-TV.

Before the hassle was near concluded, it was said to have involved such figures as NBC President Sylvester L. Weaver Jr., CBS Board Chairman William S. Paley and CBS-TV's President Jack Van Volkenburg.

Although flatly denied by NBC-TV, reports persisted that the network had offered bonus network time (said to be during daytime hours), as well as the admitted offers of a merchandising tie-in, a proposal to juggle its Tuesday night lineup while slotting another Revlon-planned show in its Thursday night line-up.

NBC offered Revlon, through its agency, Norman Craig & Kummel, the 9:30-10 p.m. Tuesday period. To accommodate this switch of networks NBC would re-schedule the upcoming *Pontiac's Playright Hour* and *Armstrong Circle Theatre,* which will alternate this fall on Tuesdays, 9:30-10:30 p.m., to a new time period, 10-11 p.m. Both NBC-TV and Armstrong were said to have favored this plan since the *$64,000 Question,* now on CBS-TV Tuesdays, 10-10:30 p.m., would face the second-half of *Circle Theatre.*

In addition, NBC-TV offered Revlon the 8:30-9 p.m. NYT period on Thursdays for a new quiz program that the company will present probably in late November and which will feature as panel members persons who have tried for the windfall question on its Tuesday night program. As a tie-in, the network also proposed an extensive, on-the-air merchandising and promotion campaign for Revlon's programs and reportedly some free-time participations in its daytime hours.

With the *$64,000 Question* apparently sticking to CBS-TV, Revlon was in the process of signing contracts for a second show—presumably for its panel format—to be placed Sunday nights on the network with co-sponsorship of P. Lorillard, through Young & Rubicam.

Key meeting, it was learned, was held Wednesday night with a Revlon decision in the making Thursday to change neither the time nor format of the question show on CBS-TV.

ABC-TV spokesmen, although indicating some ABC approaches had been made early in the bidding, became silent on the negotiations, suggesting that the battle had narrowed to the two giants in network tv.

What semed to favor CBS-TV in the bidding was the fact that the *$64,000 Question* already had entered its second 13-week cycle and was committed to that network until its renewal date of Dec. 14.

It was noted that Louis G. Cowan, now an executive producer with CBS-TV but who has retained his interests in Louis G. Cowan Inc., the show's producer, had no ownership rights in the bargaining. The decision, it was reported, was left up to Revlon and its agency. The show started on CBS-TV last June and has since become a powerhouse both for sales of Revlon products [see Revlon Story, B•T, Sept. 19] and top-placing in ratings.

At the same time, the *$64,000 Question* became involved in another incident when the Craig agency together with Revlon, filed suit against Dean Martin and Jerry Lewis, NBC and Colgate-Palmolive for the comedians' lampoon of the program during *Colgate Variety Hour* on Sept. 18. They were charged with plagiarism and dilution of sponsor identification.

# 'MONITOR' BILLINGS GET HEFTY BOOST

**Ford, McGregor and Bristol-Myers are newcomers to the NBC Radio weekend service. Other renewals for the period after Oct. 1 hike the gross billings to the half-million mark.**

MORE than $500,000 in gross billings has been chalked up by *Monitor,* NBC Radio's weekend service, for the period beginning Oct. 1, Alfred Stern, director of participating programs for NBC Radio, said last week.

First-time *Monitor* business, he said, includes Mercury Division of the Ford Motor Co., McGregor Sportswear and Bristol-Myers. Mercury's schedule will be used to advertise its new line 1956 models. Renewals include Philip Morris, Chesebrough-Ponds Inc., Crowell-Collier Publishing Co., Charles Antell Inc., The Gruen Watch Co. and RCA.

Mr. Stern noted that the new orders, extending beyond Oct. 1, do not fall in the period of *Monitor's* "introductory dividend plan which gave advertisers, purchasing a minimum of 20 minutes of announcements before the October date, 10 minutes of advertisements without charge in place of discounts.

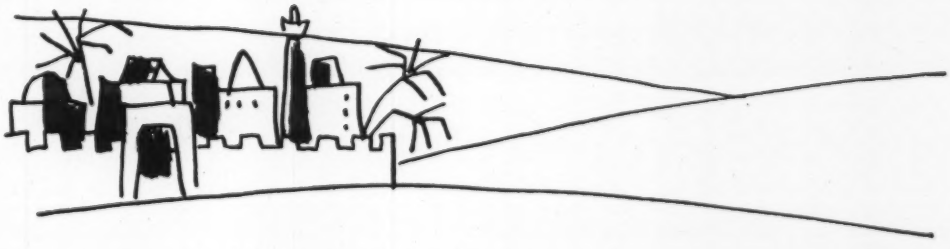
The new orders are: Chesebrough-Ponds Inc., 12 one-minute announcements a week starting Oct. 1 for 13 weeks, through McCann-Erickson; Philip Morris cigarettes, through Biow-Beirn-Toigo, ten 30-second announcements for one weekend; Bristol-Myers, through Doherty, Clifford, Steers & Shenfield Inc., four 30-second announcements a weekend for 16 weeks; RCA, five one-minute announcements for six weekends and ten one-minute announcements for six additional weekends, through Kenyon & Eckhardt; Charles Antell Inc., through Joseph Katz Inc., purchased 78 one-minute participations through Nov. 27; McGregor Sportswear, through Grey Adv. Agency, for 10 six-second announcements one weekend; Gruen Watch Co., through Grey, 10 six-second announcements a weekend for 10 weeks starting Oct. 15; Crowell-Collier Publishing, for five one-minute announcements for three weekends, through Kudner Agency; and Mercury cars, 24-one-minute announcements for six weeks starting Oct. 8, through Kenyon & Eckhardt.

## KMLB to Join NBC Radio

KMLB Monroe, La., becomes an affiliate of the NBC Radio network Oct. 4. It operates with 5 kw daytime and 1 kw nighttime on 1440 kc and is owned and operated by Liner's Broadcasting Station Inc. NBC said it will terminate its affiliation with KNOE Monroe Oct. 3.

Bettendorf, Iowa
Davenport, Iowa
East Moline, Ill.
Moline, Ill.
Rock Island, Ill.
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
WOC
5,000 W 1420 Kc
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

# Some people are born leaders



# ...like WCAU, Philadelphia

WCAU-TV talks to more women more often in the daytime than the two other Philadelphia TV stations combined. The WCAU-TV aggregate 8 a.m. to 6 p.m women's audience, totaling nearly 4,000,000 women viewer impressions, is 79% greater than Station B and 201% greater than Station C. Source upon request

WCAU-TV is the only Philadelphia TV Station operating at both maximum power and maximum height.

**The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales**

# NBC RADIO UNLEASHES BLAST AT CBS

**Network Vice President Harry Bannister, in letter to affiliates, charges CBS Detroit meeting was called to attack NBC. He says NBC Radio network leadership is substantiated by PIB.**

NBC RADIO, smarting from competitive heat generated at CBS Radio's affiliate meeting in Detroit a fortnight ago [B•T, Sept. 19] is unleashing a scorcher of its own over the weekend.

In essence, NBC Radio is claiming on the basis of Publishers Information Bureau figures for July [B•T, Sept. 19] that it was the only radio network with an increase of gross billings over the same month in 1954. The figures, according to NBC, placed the network up 15.3% over July 1954 while CBS Radio was down 18.3% and ABC Radio and Mutual down still more.

This upward swing, according to NBC Radio, can be attributed entirely to its weekend service, *Monitor*.

In a fiery letter to NBC Radio affiliates, Harry Bannister, NBC vice president for station relations, is asserting that CBS "called its affiliates together with the apparent purpose of attacking NBC, [Mr.] Weaver and *Monitor*. Mr. Bannister charges CBS with "diversionary tactics" and with having "led the way in all the negative steps," alluding to general rate reductions of July 1951, of evening rates in August 1952 and "the further reduction in October 1954."

"NBC has tried to come to grips with the real problems and has led the way on the constructive steps in developing new programming and sales concepts so that network radio could regain a position of vitality for the long range. And as we have proceeded along this course, our competitor has been busy throwing rocks at us until we had pioneered and prepared the way. Then, he followed," Mr. Bannister said.

Charging that its "competitors sell pieces and parts of networks," NBC Radio said its own participation pattern—starting with the Three Plan and as continued in *Monitor*—"is based on the sale of advertising exposure on the full network and upholds the network principle by selling the overall national circulation which networks were created to sell."

In his letter, Mr. Bannister also claims that NBC Radio has wrested rating leadership from CBS Radio and to have gained on CBS Radio in sponsored network hours for the week Aug. 29 through Sept. 4 and again for the week, Sept. 12 through 18.

### CBS Sales Aim

At the CBS Radio affiliates meeting, John Karol, CBS Radio network sales vice president, had said that his network hoped this season to have more commercial time sold than all the other three networks combined, with CBS Radio soon to run 90% ahead of NBC Radio. Mr. Karol had described his network effort as having met NBC Radio's *Monitor* with an "unspectacular concept" based simply "on programs that attract the largest audiences in network radio."

With his letter, Mr. Bannister enclosed a copy of NBC President Sylvester L. Weaver Jr.'s speech delivered at NBC Radio's affiliates meeting some weeks ago.

Mr. Bannister concludes his letter:

"We don't gloat over the competition. We would like to see all radio networks moving ahead, because that would help the radio medium as a whole. But we don't think that the medium is served by competitive swiping at the first progressive development which has taken place in radio for so many years and which holds such great promise for the future.

"However, regardless of sniping and road blocks in New York or anywhere else, our plan is like Farragut's (a broad stripe gob of ancient vintage) 'Damn the torpedoes. Go ahead.'"

# DuMont Stockholders To Vote on 'Spin-Off'

STOCKHOLDERS meeting will be held Oct. 10 by Allen B. DuMont Labs at Clifton, N. J., to vote on proposed revisions of the company, including a stock "spin-off," under which the laboratories and its broadcast division would be corporately separated [B•T, Aug. 29, 15].

The stock "spin-off" is in line with the decision of the corporation to curtail and ultimately discontinue operations of the DuMont Television Network. The network, in essence, is virtually non-existent at present, scheduling only one network program—Monday-night boxing, a co-op feature. The proxy statement accompanying a notice of the stockholders' meeting acknowledged last week that the network would be discontinued "as rapidly as feasible."

Under the "spin-off," a new company, DuMont Broadcasting Corp., would be owned at first by the stockholders of DuMont Labs and in the same proportions as DuMont Labs, through the issuance of one share of DuMont broadcasting stock for each 2½ shares held in the laboratories. It is planned that additional shares in the new company will be offered for sale, thereby broadening the base of ownership in the two companies.

The DuMont Broadcasting Corp., under the "spin-off," would own and operate WABD (TV) New York, WTTG (TV) Washington and the DuMont Tele-Centre in New York.

Other proposed changes in the corporation to be voted upon by stockholders are: a recapitalization, involving reclassification of Class A and Class B common stock into one new class of common stock; an increase in the authorized number of shares from three to five million; a proposed new employment agreement between the company and Dr. Allen B. DuMont; an employe stock option plan, and revised by-laws increasing the authorized numbers of directors from eight to ten.

# Ray Linton, 25-Year Industry Veteran, Dies

FUNERAL services were conducted in Chicago Friday for Raymond Thomas Linton, 55, radio-tv industry veteran for over 25 years, who died from a heart ailment in Henrotin Hospital two days earlier.

Mr. Linton had been with ABC Radio network sales in Chicago the past two and a half years. During his varied career, he worked for John Blair & Co., station representative, operated his own representative firm in Chicago, managed radio stations in Wichita, Kan. (KFBI), and Miami, Fla., managed the Detroit office of Frederic W. Ziv Co., and operated his own radio-tv package-production firm.

He leaves a son and two brothers.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Here's the complete story on the only station in the El Paso Southwest offering a comprehensive promotion program — in a three-color, eight-page booklet that's yours for the asking. Fully illustrated with special sections on Newspaper Advertising... Outdoor Advertising... On-the-Air Announcements... Merchandising Contacts... Newspaper Publicity... Direct Mail... P. O. P. Displays... Window Displays... Dealer Meetings... and Client-Agency Reports.

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Please send me a free copy of "Effective Promotion in El Paso."

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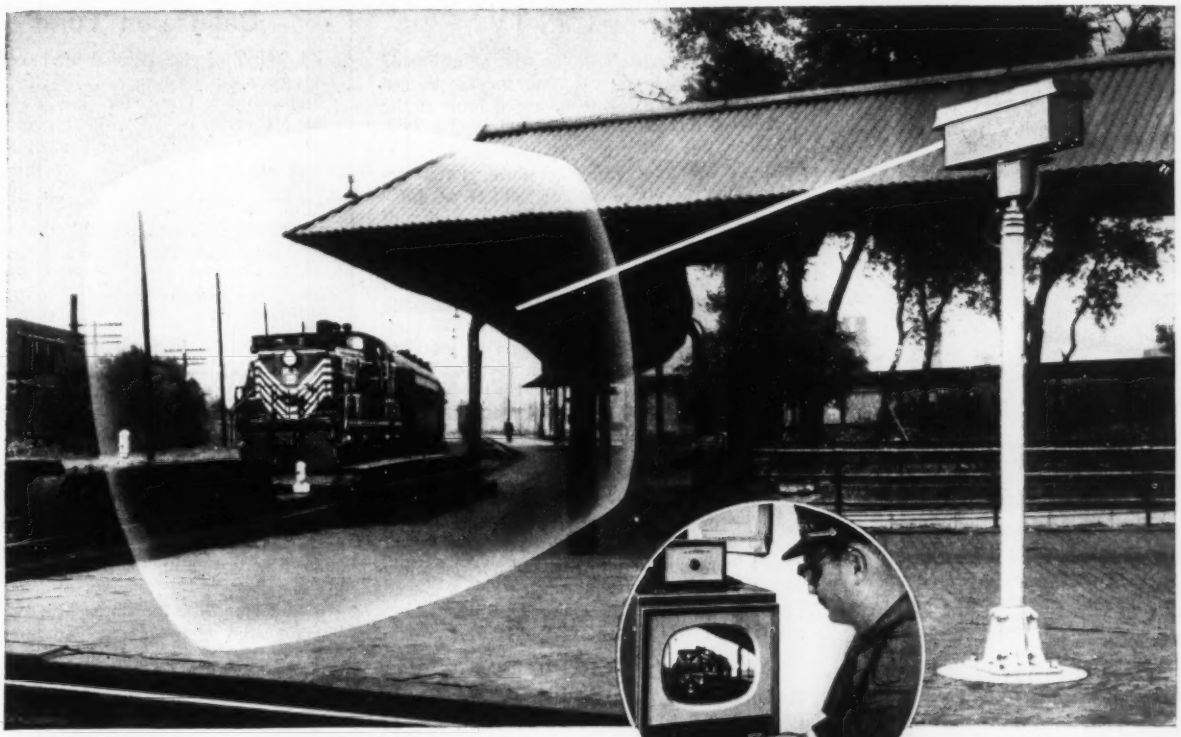
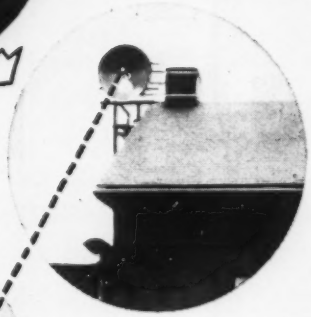
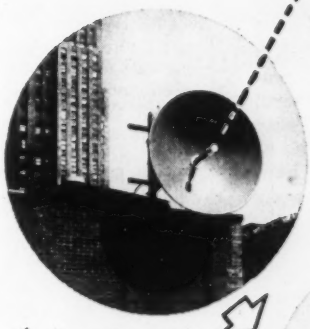


*1.* A weather-proof, rotating Farnsworth TV camera, mounted on the platform of the Rock Island's busy Englewood station, scans the main-line crossing.

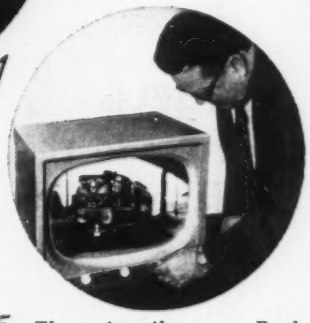
*2.* The visual information is fed by cable to a TV monitor at the station.



*3.* Simultaneously, the picture is transmitted by Federal microwave from an antenna on the station roof.



*4.* A similar antenna receives the picture at the LaSalle Street Union Station and feeds it to another monitor there.



*5.* Thus, six miles away, Rock Island executives can see the actual loading and unloading of passengers, baggage, and mail, as well as other railroad operations.

*Railroad's significant test of*

# IT&T

# VISUAL COMMUNICATION SYSTEM

***suggests many applications for closed-circuit TV combined with microwave relay***

THE Chicago, Rock Island and Pacific Railroad has shown by this pioneering test how IT&T's TV-microwave system can help solve railroad traffic problems in high-density areas.

The same modern communications technique—product of IT&T research and development—is applicable to the solution of many other problems of traffic control and industrial operations over almost any distance and under practically all conditions.

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INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York 4, N. Y.

For further information on closed-circuit TV and microwave relay for railway use, address Federal Telephone and Radio Company, 100 Kingsland Road, Clifton, N. J.

Charlie Davis

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"Alabama Star Time"

11 a.m. to 2 p.m. Monday-Friday

Stars Sell on Alabama's greatest radio station

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Charlie Davis is genial host to 3 hours of recorded music, interspersed with news, weather, comment, and a popular new feature, "Lucky House Number." His easy manner and excellent choice of platters (Charlie is a musician himself) lighten the home makers' tasks . . . keep 'em tuning in each weekday, keep 'em listening while they sweep!

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy hearing

*Represented by*

John Blair & Co.

*Southeastern Representative:*

Harry Cummings




## Increased Color Schedule Announced by CBS-TV

CBS-TV will start this season with an estimated three times as much color on the air as last season, according to an advanced look at the October listing of color shows. CBS-TV said, however, this listing itself is incomplete.

Slated for colorcasting are these shows, accompanied by sponsor and agency: *Gene Autry Show,* William Wrigley Jr., through Ruthrauff and Ryan, Oct. 1, 8, 15, 22 and 29 (7-7:30 p.m. EDT); *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk, through Gardner Adv., on alternate weeks, Oct. 4, 11, 18 and 25 (9:30-10 p.m. EDT); *Shower of Stars* ("Time Out for Ginger"), Chrysler Corp., through McCann-Erickson, Oct. 6 (8:30-9:30 p.m. EDT); *Climax,* Chrysler Corp., through McCann-Erickson, Oct. 20 (8:30-9:30 p.m. EDT); *Ford Star Jubilee,* ("Together With Music"), Ford Motor Co., through J. Walter Thompson, Oct. 22 (9:30-11 p.m. EDT).

Color on the network for the end of this month had included a telecast last Saturday of "Ford Star Jubilee" and the *Red Skelton Show* tomorrow (Tuesday).

## Radio-Tv Networks Cover Revolt in Argentina

RADIO AND TV networks provided quick, on-the-spot coverage of the Argentine revolt last week, with correspondents in many cases placing telephone calls to New York with latest developments on the overthrow of President Juan D. Peron's government.

Mutual broadcaster Jack Comden filed several stories by phone as well as many by shortwave broadcast. Last Wednesday Mr. Comden broadcast from a hotel roof-top, giving details of a Rebel attack on a Peron-held labor headquarters building, during which 100 persons were reportedly killed. Mr. Comden was said to have been about 300 feet from the attack.

CBS reported that Peter Hahn and cameraman Lauren MacIntyre were arrested by Argentine authorities last Tuesday and released after seven hours of cross-examination. Mr. MacIntyre's film was confiscated. Mr. Hahn had made several telephone reports from Buenos Aires before he was arrested, and following his release, he phoned the network with later developments on street fighting between Peron and Rebel forces.

NBC utilized various telephone reports from correspondent Bob Lindley on the *Monitor* weekend radio service, as well as on news programs on succeeding days. NBC also provided background information on the development by means of interviews with Dr. Gainza-Paz, former editor of *La Prensa.*

ABC-TV presented a special commentary program on its *Outside U. S. A.* series (Thurs., 10-10:30 p.m. EDT), titled "Peron vs. Argentina." The program featured ABC news analyst Quincy Howe, giving commentary to film footage tracing the rise and downfall of Mr. Peron.

CBS News Director John Day last Wednesday cabled the Argentine Director of National Security, Maj. Gen. Andelino Bergallo, urging that CBS newsmen Peter H. Hahn and L. A. MacIntyre be accorded cooperation in fulfilling their duties as legitimate reporters. Mr. Day extended CBS' sincere appreciation "for the extremely courteous treatment" received by Messrs. Hahn and MacIntyre during their seven-hour arrest and detention during last Tuesday's riot outside the headquarters of the Peronista Alianza Nacionalista.

## Debate on 'Fund'

IN VIEW of the national attention that has been centered recently on the Ford Foundation's Fund for the Republic, the MBS *State of the Nation* program last week featured a debate on the philosophy and operations of that organization (Thurs., 9:30-10 p.m. EDT). Walter Millis, chief consultant of the Fund for the Republic, was opposed in the debate by James Burnham, author and lecturer, who was critical of the operations of the fund. The program series is produced by Hardy Burt Productions, New York, with Mr. Burt serving as moderator.

## Chicago Keeps 'Super Circus' But May Lose 'Zoo Parade'

PLANS to move ABC-TV's *Super Circus* from Chicago to New York after the Oct. 23 telecast and to revamp the show radically have been scrapped at least until the year-end, it was reported last week.

At the same time the status of another Chicago-emanated network tv program—NBC-TV's *Zoo Parade*—was in the balance as a result of contractual commitments involving Marlin Perkins, conductor of the show, and network time problems.

Starting Sept. 25 Chunky Chocolate Co. (candy), through Hilton & Riggio, New York, will sponsor the first half of *Super Circus* (4-5 p.m. CDT) on alternating weeks. Kellogg Co., through Leo Burnett and Dixie Cup Co., Hicks & Greist agency, New York, drop alternating last half hours (4:30-5 p.m. CDT) effective Sept. 18 and Sept. 25, respectively. Realignments mean that three of four 30-minute segments every two weeks will be open for sponsorship.

In the case of *Zoo Parade,* the format will be altered this fall to provide for pickups from different cities instead of Chicago alone. Mr. Perkins has an exclusive contract with Lincoln Park Zoo, thus placing his program status in the balance. It was reported he would resign the zoo and remain with the program.

## Second Menotti Opera Slated

GIAN-CARLO MENOTTI has been commissioned by NBC to compose his second opera for tv. Officials said no specific subject matter was under discussion, but that the opera will be an hour or hour and a half in length at Mr. Menotti's discretion. They added that although delivery date was set at Aug. 31, 1957, the piece may be finished in time for production in the 1956-57 season. Mr. Menotti's previously commissioned opera for NBC-TV was the phenomenally successful *Amahl and the Night Visitors,* which already has been performed five times on tv with the sixth airing scheduled for this forthcoming Christmas Day.

## Irish Sign Two Overseas

IRISH Football Network has signed KUAM Guam to carry Notre Dame U. football games this fall, it was announced by Joe Boland, founder and manager of the special network. Shows will be taped in San Francisco and relayed shortwave to KUAM for Sunday rebroadcast because of the international dateline. KIKI Honolulu is another Pacific outpost station signed for the schedule.

## Hoover Co., Toni Buy Slices Of ABC-TV 'Film Festival'

THE SALE of four participating announcements weekly in ABC-TV's newly-inaugurated *Famous Film Festival* (Sun. 7:30-9 p.m.), starting yesterday (Sun.), was announced last week by Slocum Chapin, vice president in charge of network sales. The advertisers are Toni Co., Chicago; Hoover Co., North Canton, Ohio, and Philip Morris & Co., New York.

Toni, on behalf of Bobbi Pin Curl permanent and White Rain Lotion shampoo, has purchased two participations through Tatham-Laird, Chicago. Hoover, through Leo Burnett Co., Chicago, has bought one participation on behalf of its vacuum cleaners. Philip Morris, through Biow-Beirn-Toigo, New York, has purchased one participation for Philip Morris cigarettes.

## KCBQ Drops Network

KCBQ San Diego has announced the severance of its ABC affiliation, effective Dec. 1. Timothy D. Parkman, chairman of board, KCBQ Inc., stated, "The transition will hardly be noticed by listeners, for we have been operating for at least 80% of the time on the independent format of news and music." He stated the change was being made because KCBQ could best serve the growth of the San Diego market area with an independent operation.

## Canadian Tv's Join CBS-TV

CJLH-TV Lethbridge, Alberta, and CKNX-TV Wingham, Ontario, will join CBS-TV as secondary affiliates, Herbert V. Akerberg, vice president in charge of station relations, said last week. The Lethbridge station becomes a non-interconnected affiliate Oct. 15; the Wingham outlet joins as an interconnected station Nov. 1. Both CJLH-TV and CKNX-TV are represented by CBC, though independently owned.

## Champion in for Flicka

CBS-TV will present *The Adventures of Champion* on the network (Fri., 7:30-8 p.m. EDT), starting Friday, replacing *My Friend Flicka,* which originally had been announced for this time period. Produced by Gene Autry's Flying A Productions, the series stars Champion, "the wonder horse."

### NETWORK PEOPLE

**Gerald Green,** managing editor, NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT) since 1953 and previously a news editor for the network, appointed producer of *Today,* succeeding **Robert Bendick,** who has been named one of the producers of NBC-TV's *Wide Wide World* series.

**Robert T. Keowen,** who recently transferred from NBC's New York office, has been named plant engineer, plant operations department, Pacific Div. of NBC.

**Arnold Carr,** formerly with Ziv Television, joins CBS Radio's press information dept. in Hollywood.

**William S. Hedges,** NBC vice president, appointed chairman, Radio-Tv Div. of $400,000 Golden Jubilee fund-raising campaign, Travelers Aid Soc. of New York. Also on committee: **Arthur Hull Hayes** and **Red Barber** of CBS; **Ted Bergmann** of DuMont; **Ken R. Dyke** of Young & Rubicam; **Gordon Gray** of WOR; **Carl Haverlin** of BMI; **Ernest Lee Jahncke Jr.** of ABC; **Thomas Knode** of Edward Petry & Co., and **E. J. Fitzsimmons** of Weed & Co.


*Advertisement*

From where I sit *by* Joe Marsh

## . . . Makes a Man Healthy, Wealthy—and Tired!

Sandy Peterson's nephew Pete has gone back to college. He worked on Sandy's farm a couple of months last summer to get hardened up for football.

*He seemed to enjoy farm life all right—but like most city kids it took him some time to get used to a farmer's schedule.*

Sandy claims that when he went in to wake Pete—on the first morning—the boy looked up startled and asked what time it was. Sandy replied it was four-fifteen. "Gee," Pete murmured, "if we're going to do a day's work tomorrow *you'd* better get to bed!"

*From where I sit, we must have heard a million stories like that. But they show how some people assume* their *customs are the only proper ones. To most city folks getting up at 4:15 seems odd, because* they *don't do it. Just like some people don't think enjoying a glass of beer is "right" . . . because* they *happen to prefer another beverage and haven't waked up to the fact that everyone has a right to his own choice.*

Joe Marsh

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# WALKER BLASTS 'ANTIQUE' FCC RULES

**NARTB engineer head says Commission's 'outdated' rules call for needless monitoring. Says broadcasting industry has outgrown its ruling agency.**

VAST sums of time and money are wasted every day by broadcasters in useless monitoring "of a nearly perfect electronic machine," all because the FCC sticks to rules adopted a quarter-century ago. according to A. Prose Walker, NARTB engineering manager.

MR. WALKER

In addresses to the Chicago and Saranac Lake, N. Y., NARTB regional meetings (see main story, page 72), Mr. Walker said this "sheer waste" of hours and manpower adds "absolutely nothing to the productivity or service rendered by the broadcaster. It is nothing more than expended revenue that could be used in other ways to bring fruitful returns."

Some progress has been made in utilizing the efficiency of modern equipment, he said, as a result of the FCC's adoption of NARTB-sponsored remote control for non-directional stations up to 10 kw power. This is fine as far as it goes but the stations enjoying remote control have a competitive advantage over stations with attended equipment, he explained, "by no means a fair and equal situation."

Mr. Walker specified a lengthy list of needless checks required by the FCC, asking the Commission to revise the rules.

There's still room for technical progress by manufacturers, he said, urging them to produce transmitting gear "simple in operation" and "indicating its electronic health as it functions by itself." He told about AT&T microwave relays for tv networks, explaining they have unattended remote control operation. "Failure in any part of the system is automatically detected, and spare standby facilities switched in, all without the direct services of operating technical personnel."

Charging that the industry "has outgrown the agency (FCC) which is intended to regulate its operation," Mr. Walker said complete automatic control and switching would lessen the burden on the Commission as well as the industry.

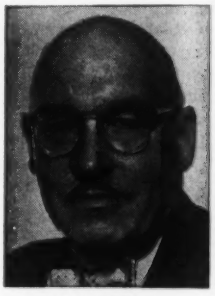
Among improved equipments listed by Mr. Walker were air-cooled transmitter tubes, easy to replace, cheaper to operate and requiring less floor space. Cut crystals and vacuum sealed capacitators insure operating constants, he said, helping eliminate off-air time for costly repairs and permitting simplified design. Plug-in components with their quicker servicing in case of failure help save time, money and space, he added. In automatic operation a recording system can pin-point improper performance and save many hours of hunting by maintenance engineers.

He urged manufacturers to include simple, efficient program limiters and expanders that positively control the audio level fed into transmitters in future plans as well as a device assuring maximum modulation and eliminating overmodulation. Other desirable steps include standardized circuits and components, use of transistors and printed circuits, and both plug-in components and circuits, he said.

With competition between media so keen, he explained, operational "dead wood" and "outdated rules" must be eliminated until all broadcast stations have remote control.

In a second address winding up the three-day agenda, Mr. Walker traced the history of the tall-tower problem and NARTB's fight to protect the rights of broadcasters. He told how the attempt to restrict towers to 1,000 feet or less had been waged. A compromise by industry-aviation interests in near [B•T, Sept. 19].

The transistor is perhaps "the most important development since the invention of the vacuum tube" and will "catch up with television not too many years from now," Raymond F. Guy, NBC director of radio frequency engineering, asserted in winding up the Chicago program.



MR. GUY

Mr. Guy discussed boosters and satellite stations, community antenna systems and other transmission methods. He pictured a tv set in most rooms of the future home. "Television at the present time is going into high gear," he commented, tracing the development of the industry since 1941. Allowing for the four war years and the FCC station freeze, he said tv has made remarkable progress that took radio years to achieve. Mass production and colorcasting will come in due time and "people want tv so much they'll do anything within reason to get it," he said. Color will not prove a question of choice among stations because advertisers will demand it, he said.

In addition to transistors, Mr. Guy cited such developments as recording of black-and-white and color tv on magnetic tape, music synthesizers, refinements in kinescopes, and tv receivers of the picture frame type on the walls of the future home.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## Demos, GOP Map Plans For 1956 Conventions

RADIO-TV coverage plans, credentials and network pool arrangements for the 1956 political nominating conventions were discussed by Republican and Democratic party groups at separate sessions in Chicago last week.

At both conclaves emphasis was placed on the need for "streamlining" next year's conventions and for shortening or eliminating boring and dull speeches.

An "expression of opinion" favoring continuation of network pool arrangements on facilities was drafted by a GOP subcommittee on radio-tv-motion pictures under Chairman Alvin Cast. The Republican Executive Committee wants to keep the setup, in the face of anticipated individual requests from independent stations, to avoid confusion.

On the other side of the picture members of the Democratic National Committee toured the International Amphitheatre to inspect facilities and agreed that all requests for credentials

and space, including those from independent stations, would be handled through the Radio Correspondents Galleries of Congress.

National Chairman Paul Butler and others met with network representatives and were given reports on what the radio-tv industry will need to cover the Democratic convention in Chicago.

Reporting were William McAndrew and George McElrath of NBC on general pool arrangements and technical facilities, respectively, for the networks, and Bill Shadel for the Radio Correspondents Galleries. Also taking part were Jack Christie, radio-tv director, Democratic National Committee; and Clayton Fritchie, deputy chairman.

J. Leonard Reinsch, the Cox Stations and radio-tv consultant to the Democratic National Committee, also made the tour and attended the meeting with industry representatives from NBC, ABC, CBS and MBS.

The GOP radio-tv subcommittee gave a progress report on arrangements (camera placements, etc.) previously mapped at meetings in San Francisco last June. It was accepted by the executive committee. Leonard Hall, GOP national chairman, promised an "attractive convention" tv-wise, predicting at least 50 million people will watch proceedings.

Both political groups said codes of standards would be worked out for commercial sponsorship, to be discussed later with networks.

## EXAMINER'S DECISION WOULD FAVOR WSPA-TV

### Examiner Cunningham backs FCC's authorization—disputed by two South Carolina stations in court-ordered hearing—for WSPA-TV Spartanburg to operate from Paris Mt.

AN FCC examiner last week proposed to affirm the Commission's authorization to WSPA-TV Spartanburg to move its transmitter site from Hogback Mt. to Paris Mt.

Chief Hearing Examiner James D. Cunningham said protestants ch. 23 WGVL (TV) Greenville and ch. 40 WAIM-TV Anderson, both South Carolina, had failed to sustain their arguments that WSPA-TV misrepresented its move or that the change in antenna location was forced by CBS.

The initial decision becomes effective in 40 days unless exceptions are filed by the objectors or by the Commission itself.

WSPA-TV received its ch. 7 grant in November 1953, with transmitter and antenna on Hogback Mt. In January 1954 it received permission to begin temporary operation from Paris Mt. After the uhf stations went to court, WSPA-TV dropped its temporary grant, and asked for and received a permanent grant to move to Paris Mt. The objectors went to court again after the FCC refused to reopen the case, and the court (U. S. Court of Appeals in Washington) remanded the case to the FCC for a hearing.

Hogback Mt. is 26 miles northwest of Spartanburg, 23 miles from Greenville and 50.2 miles from Anderson. Paris Mt. is 27 miles from Spartanburg, 5.6 miles from Greenville and 32.2 miles from Anderson.

At issue is the CBS-TV affiliation for the Spartanburg-Greenville-Anderson area.

In response to intimations that WSPA-TV was to have a CBS affiliation at its Hogback site, the examiner wrote:

"It is clear from the record as a whole that CBS never intended to award Spartan [licensee


From *New York World Telegram & Sun*, Sept. 15, 1955

# *Television Has Its Eye on You*

By SAUL LEVINSON

We've known all along that people are watching television, and now comes emphatic proof that television is watching people. That Cyclopean eye you gaze at while contestants win money, doctors take out tonsils and actors play out their dramas is focused on you in wonderment of what you want and just how you feel about life and times in these united channels.

For example: The National Society of Television Producers has just invited the National Audience Board to sit in on a conference to discuss a code of standards for TV film shows.

This might come as a sort of nothing to you because you are not well versed in National Audience boards. Please attend. This could be important.

**Your Voice, Sort of**

The group we speak of won't be a year old until November. But it is a mighty youngster composed of people devoted to the idea that high standards must be maintained by the TV industry. At the moment you cannot become a member of the group, but you are represented in a way if you belong to very many organizations.

On Aug. 31, a few days before "Father Knows Best" returned from vacation, the board had its first preview in New York. This meant that 25 people saw the show before its general release and filled in a questionnaire that asked almost everything pertaining to entertainment and good taste.

These 25 people were identified with such groups as the American Legion, the YMCA, YWCA, Community Chest and the American Assn. of University Women. They were not representing those organizations. But they are considered representative of the groups.

**Questions Asked**

They were asked if the program is entertaining. Is it shown at an appropriate time? Are the actors and actresses convincing? Is the technical work of high caliber? How about the music? Is the show in any way offensive? Is it instructive? Would they like to see more programs of that type? And finally, is the commercial offensive?

These questionnaires will be tabulated and the findings will go out to members of the National Audience Board and, more important, to the television industry and the advertising agencies who are responsible for much that appears on the air.

The question of censorship immediately arises, but the board disavows this completely. It points out that it has no restrictive power and will be a barometer for the industry.

That power is in its grasp is beyond doubt since a group representing industry has come to it for counsel. Soon the doors of the board will be open to you, and since you are involved in its function, it might be a good idea to have a look beyond the sill.

**National Audience Board**

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of WSPA-TV] the affiliation on the basis of the Hogback Mt. site, notwithstanding any impressions to the contrary which may have been entertained by Spartan's president as the result of his negotiations in the matter."

In answer to charges of misrepresentations, the examiner said:

"Spartan's strategy in the matter, which proved unsuccessful, appears to have been to secure a foothold with CBS in its negotiations for the network affiliation by specifying Paris Mt. as the site for interim or temporary operation and it took affirmative steps looking toward such operation there; and, in the event it obtained such foothold, it planned to make further efforts to convince CBS of the acceptability of Hogback Mt." CBS had refused to affiliate at the Hogback Mt. site because of overlap with its Charlotte, N. C., affiliate, WBTV (TV).

The Paris Mt. site does not conflict with the allocations table, Mr. Cunningham said, since WSPA-TV will still place the required signal over Spartanburg, its principal city. The increase in signal strength placed over Greenville and Anderson is not significant, he said. He also found that WSPA-TV does not plan to establish studios or business offices in either of those two cities, nor does it plan to sell local advertising to merchants there.

As to the protestants' arguments that they will suffer economic loss if the WSPA-TV change is approved, Mr. Cunningham declared: "that the record did not show satisfactorily that such would be the case, particularly, in view of the fact that both cities have a wide distribution of uhf receivers".

# PUT PAY TV IN PLATFORMS—SARNOFF

## RCA-NBC head says political parties should declare themselves on the issue during 1956 campaigns. Cincinnati panel debates broadcast vs. land-line subscription systems.

THE pay tv pot boiled and bubbled in two cities last week.

In Washington, Brig. Gen. David Sarnoff, RCA board chairman, urged that the two major political parties include planks in their platforms on subscription tv so the public has the opportunity at election time to vote its preference.

In Cincinnati, WCPO-TV (*Cincinnati Post*-Scripps-Howard) concluded its three-day panel series on fee tv with a donnybrook between representatives favoring pay tv on broadcast frequencies and Milton Shapp, Jerrold Electronics president, and Trueman Rembush, Allied States theatre owners association, favoring a wired subscription television service.

Gen. Sarnoff made his recommendation before the Washington Ad Club, after receiving a plaque for achievement in radio and tv.

"I do not think I am exaggerating," he said, "when I suggest that the issue [of pay tv] is as important to our entire citizenry as was, for example, prohibition in its time.

"I recommend in all seriousness that the issue between free and paid television be considered by those who draft the programs of the major political parties; and that candidates for public office be encouraged to study the problem and declare themselves to the electorate. That seems to be the American way, the effective way, to educate the country on the subject in a broad, democratic spirit. If this issue receives the forthright attention it deserves, the voters in our land will have the opportunity to decide the question for themselves."

AWARD for achievement in radio and television was made to Brig. Gen. David Sarnoff, RCA chairman, by Washington (D. C.) Ad Club last week. Presenting plaque to Gen. Sarnoff (c) are H. Kenneth Brown, ad club president (l), and FCC Chairman George C. McConnaughey.

Spokesmen at both the Republican and the Democratic National committees in Washington said they were nonplussed by Gen. Sarnoff's suggestion.

A Republican party worker said the question may well be a political issue but it "does not seem to be gripping the public as a vital issue." He said he didn't think pay tv could be a politically partisan matter, since there probably were as many Republicans as Democrats in one camp or the other.

The WCPO-TV panel [B•T, Sept. 19] ended with claims and counter claims regarding the cost of establishing a wired system in major cities. Mr. Shapp declared that Cincinnati could be wired for pay tv at a cost of $60 per tv home. This was challenged by Gregg Sletterlan, Zenith spokesman, who said it would cost $25,000 a city block to wire up New York City.

Panelists, besides Messrs. Shapp, Sletterlan, and Rembush, were the following: Ted Leitzell, Zenith; Robert Hall, Skiatron; Paul MacNamara, International Telemeter; Robert Taplinger, Taplinger Assoc., and Joseph Barg, theatre owner.

Moderators were Dick Thornburg, editor of *Cincinnati Post;* Dr. John D. Millet, president, Miami U., and Carl Rich, mayor of Cincinnati. The panels were produced under the direction of Ed Weston, WCPO-TV assistant general manager.

Mr. Shapp again, as he has in the past, challenged the proponents—Zenith, Skiatron and Telemeter—to submit their systems to a test for security. Mr. Shapp has claimed that any of the scrambling codes could be broken easily.

E. F. McDonald Jr., president of Zenith Radio Corp., threw a bouquet with one hand and a brickbat with the other on the toll tv issue last Wednesday.

Comdr. McDonald lauded Brig. Gen. David Sarnoff, RCA board chairman, for that part of his speech before the Advertising Club of Wash-

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ington contending the American public should decide whether it wants subscription television. But the Zenith president did not agree the issue should be settled in an election campaign. Comdr. McDonald said "the only way it can be decided is by giving the public a chance to see [it] in action." He declared, in a statement:

"[Gen.] Sarnoff termed the issue of subscription tv as important as Prohibition in its day. I agree. Prohibiting subscription tv before the public has a chance to try it is Prohibition in its worst form."

Comdr. McDonald suggested the question of "network monopoly of television" might be a better issue in the 1956 Presidential campaign. He charged that Gen. Sarnoff has urged FCC to prohibit toll tv "before the public gets a chance to judge its value."

## FCC Dismisses Protest By WENS (TV) on Ch. 11

STRESSING that a hearing on the grant has been held, the FCC last week dismissed the protest of WENS (TV) Pittsburgh against the grant of ch. 11 there to WWSW Inc., a merger of competing applicants WWSW and WJAS.

WENS had maintained that the merger represented a new application that should have been returned to the processing line and protested the grant under Sec. 309 (c) of the Communications Act (economic protest). Under FCC rules a protest can be allowed only on a grant made without a hearing.

The FCC detailed the course of the ch. 11 proceeding going back to March 1954 when the hearing was first designated and April 1954 when the hearing began. At the June 27, 1955, hearing the merger agreement between the two remaining applicants WWSW and WJAS was introduced, the FCC said. Additional hearings were held the following two days and final grant to WWSW Inc. was made July 20, the Commission noted, emphasizing that a hearing was held and that a protest cannot be allowed.

The FCC noted it still has under consideration a petition by WENS for reconsideration and rehearing of the ch. 11 grant.

WENS also has taken the ch. 11 grant to court and has pending before the U. S. Court of Appeals in Washington an appeal directed against the Commission's grant [B•T, Aug. 15].

Ch. 16 WENS, in its pleadings against the grant to WWSW Inc., has questioned the validity of the merger agreement and also has charged that the existence of a second vhf in Pittsburgh would spell economic doom for its lone uhf operation. Also operating in that city is KDKA-TV (ch. 2).

## Portland Record Altered On Westinghouse Alien Issue

THE RECORD of the Portland, Ore., ch. 8 proceeding was altered last week by the FCC following a move by Westinghouse Radio Stations Inc. to change certain statements regarding ownership by aliens of Westinghouse Electric Corp. Stock.

The Commission's final decision awarded ch. 8 at Portland to North Pacific Television Inc. and denied the applications of Westinghouse, Portland Television Inc. and Cascade Television Inc. [B•T, July 4].

Westinghouse asked that the Commission's conclusions in the proceeding be changed to match the Commission's findings.

This involved a change in two places to show that it is an assumption of Westinghouse that 22.42% of outstanding stock is owned by aliens. The conclsions formerly regarded the assumed 22.42% alien ownership as fact.

## OREGON SENATOR SAYS RADIO CAUSED ELECTION

**Sen. Richard L. Neuberger credits radio, which was given 85% of campaign budget, with his victory over Republican incumbent Guy Cordon in 1954 election.**

SEN. Richard L. Neuberger (D-Ore.) gives radio most of the credit for his 1954 election victory over GOP Sen. Guy Cordon.

In an address to the Oregon State Broadcasters Assn. at its fall meeting in Portland, the Oregon junior senator called radio "a major factor in my election to the United States Senate."

Sen. Neuberger shifted about 85% of his campaign budget into radio, spending about 10% on television and 5% on newspaper ads, using "major" newspaper advertising only on the last day of the campaign when he ran "modest sized ads" in the two Portland newspapers.

He said he had decided early in the campaign that radio time was the best way to put before voters his ideas on specific issues and that radio "lent itself" to getting across specific messages rather than "just spreading my name around."

Long before he started active campaigning Sen. Neuberger decided he didn't have enough money to advertise in all of Oregon's 100-plus newspapers on any substantial basis.

His decision to lean heavily on radio was inspired largely by his campaign manager, John Jones, now his administrative assistant. Mr. Jones had been commercial manager of KBND Bend, Ore., from 1941-43 and general manager of KLBN LeGrande, Ore., from 1946-52.

Sen. Neuberger bought time on nearly all of Oregon's 40-odd radio stations, using spot announcements of one minute and less. The schedule was concentrated in the middle September and early October periods, with a saturation schedule for the last two weeks of the campaign, when the spot schedule was almost doubled. He also used "a few" five-minute and quarter-hour programs, with a basic network of 25 Oregon stations for a quarter-hour program the night before election.

Mr. Jones says the Neuberger forces "got the jump" on the Republicans by buying time availabilities earlier than the Cordon group. He said Cordon supporters used more program time than spots but tended to shift to spots near the end of the campaign.

There was "quite a bit of consternation" when Sen. Cordon's supporters found that the Neuberger camp had bought time early, Mr. Jones said. Sen. Neuberger voiced most of the radio spots, with his wife, also in politics as a member of the Oregon Legislature, broadcasting some. Few "gimmicks" or sound effects were used, Mr. Jones said. Sen. Neuberger's natural sense of timing and his ability to project his personality on the air were important factors in the radio triumph, Mr. Jones said.

At the OSBA meeting, James Frost, new OSBA secretary-manager, made his first appearance in that job. He formerly was with KNX Los Angeles and Columbia Pacific Radio Network. He will combine his OSBA duties with the U. of Oregon journalism faculty.


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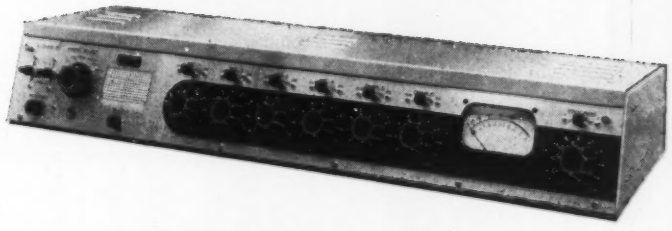

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## WHTN-TV, WTAP (TV) Oppose WCHS-TV Move

THE PROPOSED transmitter site move of WCHS-TV Charleston, W. Va., drew fire last week from WHTN-TV Huntington and WTAP (TV) Parkersburg, both objecting to the move on grounds enlarged WCHS-TV coverage would cause them economic harm. They asked the FCC to designate for hearing the application for transmitter site change.

WHTN-TV said if the change is granted WCHS-TV would become a Huntington as well as a Charleston station. The application, WHTN-TV said, proposes to move the transmitter from 3.6 miles from the center of Charleston, west in the direction of Huntington, to 14.6 miles from the Charleston center and 29.2 miles from the center of Huntington.

This move will permit ch. 8 WCHS-TV to provide a better than principal city grade service over all of Huntington, WHTN-TV said, thus competing with the latter station for local and national advertisers.

WHTN-TV, ch. 13 outlet due to go on the air next month affiliated with ABC, further charged that WCHS-TV's proposed move has prevented its affiliation with CBS. WHTN-TV said it solicited CBS affiliation because WCHS-TV, CBS affiliate, does not at present adequately serve the Huntington area and the population west of that city. The Huntington outlet said it was advised by CBS that affiliation would be "unwise," based on estimates of the proposed WHTN-TV site and the WCHS-TV plans to relocate its transmitter.

The petition of WTAP, a uhf operation, was broader in scope. It directed its pleading against the increase in coverage of an existing vhf station.

WTAP said there is an increasing pattern of activity by wide-coverage vhf network affiliates that "jeopardizes the establishment and continued operation of small-city local outlet television stations through the creation of artificial giant 'super-market' vhf stations which arbitrarily pre-empt the programming, mass audiences and consequently the advertising revenues of small-city outlets."

WTAP said Parkersburg is not now in WCHS-TV's Grade B coverage, but will be if the proposed change is granted.

WTAP (ch. 15) is an optional NBC affiliate.

## Three Am, Two Fm Permits Granted by FCC

PERMITS for three new am and two fm stations were granted by the FCC last week.

The new permits are:

Mel-Eau Broadcasting Corp. was granted 920 kc, 500 w day at Eau Gallie, Fla. Four principals hold equal shares: Norman E. Jorgensen and Seymour Krieger, Washington attorneys; Victoria C. Martin, former employe of WMMB Melbourne, Fla., and A. V. Catterton, general manager of WSBB New Smyrna Beach, Fla.

Permit for 1340 kc, 250 w with specified hours was awarded to Eastern Oregon Radio Co. Principals include equal owners V. P. Kenworthy, president and 50% owner of KODL The Dalles, Ore.; KWRC Pendleton, Ore., and KPKW Pasco, Wash., and Paul E. Walden, KODL manager.

At Opportunity, Wash., the Voice of the Spokane Valley was awarded 1270 kc, 1 kw day. Principals in equal partnership are Robert L. Swartz, program director of KHQ-AM-TV Spokane; Arthur R. MacKelvie, KHQ announcer, and Howard G. Olsen, engineer.

Fm permits went to Princeton Broadcasting Service Inc. for Princeton, N. J., and to Fidelity Radio Corp. at West Paterson, N. J.

At Princeton, a permit for a Class A fm station on 103.9 mc with 85 w was granted to Princeton Broadcasting. Principals are James G. Robinson, Applied Science Corp.; Kenneth A. Mills, Katz Agency research and promotion department, and Wendell S. Hall, Chrysler Co.

Permit for a new Class B fm station on 102.7 mc with 3.6 kw was awarded to Fidelity Radio. Principals include Richard R. Stanley (23.8%), 50% owner of chemical transportation firm; Herman Youngman (12%), Bell Telephone Labs employe, and Harold H. Pine (16.6%), engineer.

## WXEX-TV Can Promote Richmond Coverage—FCC

THERE IS nothing wrong with WXEX-TV Petersburg, Va., promoting that it provides principal coverage to Richmond as well as Petersburg, the FCC said last week. In issuing its ruling the Commission denied a move by WTVR (TV) Richmond to have the FCC prevent WXEX-TV from such promotion, which WTVR said amounted to misrepresentation [B•T, Aug. 15].

The FCC noted WXEX-TV provides principal city service to Petersburg, Richmond and surrounding areas and that neither the Communications Act nor FCC Rules limit WXEX-TV's obligation to provide service to areas where it transmits an acceptable signal. It was further pointed out there is nothing that limits the Petersburg station's right to seek sponsors and advertisers on the basis of the overall service area.

The preparation and distribution of advertising and promotion material geared to such an operation is not objectionable, the FCC commented.

WXEX-TV (ch. 8) is affiliated with NBC. WTVR (ch. 6) is affiliated with CBS and ABC.

## Broadcast Bureau Favors WJRT (TV) Transmitter Move

THE APPLICATION of WJRT (TV) Flint, Mich., to move its transmitter site, putting it in a better position to seek CBS affiliation, should be granted, FCC's Broadcast Bureau recommended last week.

The bureau's recommendation and comments were incorporated in its proposed findings as a result of a hearing on the transmitter move. The hearing arose out of protests by three Michigan tv stations against the Commission's decision that granted the application for the move.

The Michigan stations, which raised the issue of economic injury as well as other allegations, are ch. 57 WKNX-TV Saginaw, ch. 54 WTOM-TV Lansing and ch. 13 WWTV (TV) Cadillac. They also submitted proposed findings and asked that the WJRT application be denied.

Ch. 12 WJRT, not yet on the air, last April had its application approved for a change in transmitter site from a point 20 miles southeast of Flint, about 33 miles from Detroit, to a point 23 miles northwest of Flint, 72 miles from the nearest Detroit boundary.

The hearing arose out of allegations that this would cause economic injury to the protesting tv stations. Among the issues raised was whether the change in transmitter location and proposed change in network affiliation from DuMont to CBS constitute a change in WJRT's original tv station proposal.

The Broadcast Bureau last week supported an earlier Commission decision in this regard and said that such a change does not alter the original grant.

The bureau also held that there is no showing that WJRT practiced any deception or fraud as to its intention to carry out its original station proposal, and that the facts are clear that WJRT is not trying to avoid classification as a Flint station.

As to charges of economic injury, the bureau said, "It is our view that the Commission should not protect one broadcaster from the impact of free competition from another."

Among the charges of economic injury is that of WKNX-TV, which said it would shut down as soon as it becomes definite that WJRT is going on the air.

The proposed findings by the bureau and the parties to the hearing including WJRT, are for consideration by the hearing examiner in preparation of an initial decision.

WJRT is owned by WJR Detroit.

## WHP Asks FCC Hearings On All Triangle Dealings

REQUEST that the FCC set all of Triangle Publications' pending applications for consolidated hearings was made last week by WHP Inc. (WHP-AM-TV Harrisburg). WHP, which operates ch. 55 WHP-TV Harrisburg, is one of the four stations which has registered objections to Triangle's purchase of ch. 15 WLBR-TV Lebanon, Pa. [B•T, July 4 *et seq.*]. Others are ch. 27 WCMB-TV and ch. 71 WTPA (TV), both Harrisburg, and ch. 61 WHUM-TV Reading, Pa.

Triangle—which owns WFIL-AM-FM-TV Philadelphia and WNBF-AM-TV Binghamton, N. Y.—is seeking to buy now dark WLBR-TV for $115,000 and assumption of obligations of $125,000, and has applied for ch. 18 Elmira, N. Y., to be operated as a satellite of WNBF-TV, and has been reported buying ch. 10 WFBG-AM-TV Altoona, Pa., for $3.6 million total. WNBF-TV, on ch. 12, has asked permission to increase its power to maximum 316 kw. Triangle also owns *Philadelphia Inquirer* and other publications.

WHP claimed that the grant of all pending and prospective applications would result in over-concentration in the south Pennsylvania area for the *Inquirer* and its owned tv stations.

## Florida, Nebraska Tvs Issued by Commission

FOLLOWING a drought in tv grants that lasted two months, the FCC last week issued tv permits to WABR Winter Park, Fla., for a new uhf station at Orlando, and to KHOL-TV Kearney, Neb., for a satellite operation at Hayes Center, Neb.

At Orlando, ch. 18 will operate with 20 kw visual and 11.2 kw aural. The antenna will be 220 ft. above average terrain. The grant is subject to the condition that construction will not start until WABR modifies its antenna.

Estimated construction cost was reported at $88,736, first year operating cost at $60,000 and first year revenue at $96,000. WABR principals are President R. H. Gunkel Jr. (40%), owner of WBOP Pensacola; Secretary-Treasurer Carmen Macri (40%), owner of WOBS-AM-TV Jacksonville, and Vice President James H. Sawyer (20%).

The grant of ch. 6 at Hayes Center followed a tv channel shift, requested by KHOL-TV, making available the vhf assignment there [B•T, Aug. 1]. The station will operate with 28.2 kw visual and 14.1 kw aural. Antenna will be 710 ft. above average terrain.

Estimated construction costs were listed at $188,166, first year operating cost at $24,000 and first year revenue at $54,000. The satellite

will rebroadcast the programs of ch. 13 KHOL-TV, affiliated with all four networks.

In another tv action last week, WAGM Presque Isle, Me., filed for ch. 8 there, competing with the application for that assignment filed last month by consulting engineer Thomas B. Friedman [B•T, Aug. 29]. Also involved is the present low-power ch. 8 operation of Limestone, Me., air base, which is understood to be obligated to go off the air in the face of commercial tv coverage [CLOSED CIRCUIT, Sept. 5]. For details of the WAGM application see FOR THE RECORD, page 115.

## Founders Picks Up Option, Purchases Half of KFEL-TV

JOINT ownership of ch. 2 KFEL-TV Denver by Gotham Broadcasting Co. (WINS New York) and Founders Corp. (Tele-Trip Inc.) was announced last week. Founders exercised its option to buy into KFEL-TV by assuming half of purchase price and obligations.

KFEL-TV was sold to Gotham Broadcasting Co. for $400,000 and assumption of obligations of $350,000. FCC approved the sale in July [B•T, Aug. 1]. Gotham is owned 75% by J. Elroy McCaw and 25% by John D. Keating. Founders Corp. (John M. Shaheen, president) already owns KPOA Honolulu (which it bought from Messrs. McCaw and Keating) and WTAC Flint, Mich. The ch. 2 station was sold by veteran broadcaster Gene O'Fallon, who is retained as a management consultant. J. R. McKinley, general manager of WTAC Flint, was named general manager of the Denver station. Other appointments include Brad Robinson, operations manager, and Tom Morissey, consulting engineer. Remaining with KFEL-TV are Martin J. O'Fallon, Duncan Ross and Harry Honstein, sales account executives.

## Examiner Fanney Litvin Honored on Retirement

FANNEY LITVIN, retiring dean of FCC hearing examiners, was honored late Thursday afternoon with a Commission-wide testimonial. Nearly 200 FCC staff members and officials attended to honor Mrs. Litvin, who retires Oct. 1 after 30 years government service.

Mrs. Litvin was presented a brown leather traveling set and was honored in speeches by Chairman George C. McConnaughey and Chief Hearing Examiner James D. Cunningham.

Chairman McConnaughey reviewed Mrs. Litvin's service to the Commission in all phases of its legal work and called her career a "brilliant one." Examiner Cunningham, who presented part of the traveling set on behalf of the hearing examiners, called the gesture a token of the examiners' high regard for Mrs. Litvin as a co-worker and as a friend.

## Mead Leaves Federal Trade, Hits Executive Influence

DEPARTING Federal Trade Commissioner James M. Mead, whose term expires today (Monday), last week criticized executive influence in the operations of the FTC and asked that the power to select a chairman be taken from the President and restored to the commission.

Mr. Mead is a Democrat and Truman appointee who served as FTC chairman from 1950 to 1953. His place on the FTC will be taken by William C. Kern, Indiana Democrat, who joined the commission as a trial attorney in June 1941. Mr. Kern's term runs till Sept. 26, 1962.

Mr. Mead, appointed Director of Industry & Commerce for New York State by Gov. Averell Harriman, will headquarter in Washington.

## Plan for Campaigns, Bartley Advises

CALL for broadcasters to begin planning now for the 1956 presidential campaign was sounded last Friday by FCC Comr. Robert T. Bartley to the NARTB regional meeting at Saranac Lake, N. Y.

Comr. Bartley used a radio commercial technique to get his message across. The commercial:

"Attention Broadcasters. Do you realize that 1956 and Section 315 are just around the corner? Avoid headaches! PLAN NOW! Make 315 work *for* you—not *against* you!"

Section 315 of the Communications Act requires broadcasters to offer equal time to all qualified candidates for public office if they permit one candidate to use their facilities.

Calling for broadcasters to take affirmative action in advance of the political campaigns, Mr. Bartley declared:

"Early determination of your political program structure and announcement of the availabilities to interested parties and candidates will pave the road for a more serene campaign season. Furthermore, you will have a better program structure and end up with satisfied customers—and remember—one of these satisfied customers will be an incumbent."

Warning that the 1956 campaign will see the use of radio and especially television rise to even greater heights than in 1952, Mr. Bartley said that the law cuts both ways—it gives candidates an even break, but it also serves to protect broadcasters from unreasonable pressures.

Changes in Sect. 315—including suggestions that the whole provision be deleted from the Communications Act—would undermine "one of the basic principles which guarantees the freedom of radio in this country," Mr. Bartley said.

To the recommendations that the networks be permitted to determine who shall use their microphones, Mr. Bartley said that this might be the solution for the networks but it does not solve the local broadcasters' problems.

"I think that such a proposed 'cure' would kill the patient instead, by removing one of the basic safeguards of fair play in our system of broadcasting today," the Texas commissioner said.

## WUSN, WDMJ Purchases Approved by Commission

AMONG the am sales approved by the FCC last week were two that involved over $300,000. They were those of WUSN Charleston, S. C., and WDMJ Marquette, Mich.

WUSN Charleston is being divested by WUSN-TV to Sol Panitz, advertising agency executive in Washington, D. C., and Barry Winton, tv film representative, for $110,000 [B•T, Aug. 22]. J. Drayton Hastie, former president of WUSN and president and stockholder of WUSN-TV, will serve on the purchasing group's board of directors along with Grange S. Cuthbert, sales manager of WUSN-TV.

In Marquette, controlling interest in WDMJ's licensee Lake Superior Broadcasting Co., was transferred to Frank J. Russell Jr. through sale by Walter and Marbey Hornstein of 33.74% stock for $200,000. Mr. Russell is president of *Mining Journal* which also owns WMIQ Iron Mountain, Mich., and has a minority interest in WSAU-AM-TV Wausau, Wis. The firm publishes newspapers in Iron Mountain, Marquette and Rhineland, Wis.

Last July, WDMJ bought the permit for ch. 6 WAGE-TV Marquette (now WDMJ-TV) [B•T, Aug. 1].



# STATION PAY BEST IN NORTHCENTRAL

### NARTB's Tower tells Chicago and Saranac Lake regional meetings that wages there are running higher than rest of country.

RADIO station wages are running higher in the Northcentral than any other part of the country, Charles H. Tower, NARTB employer-employe relations manager, told delegates at two NARTB regional meetings last week in Chicago and Saranac Lake, N. Y. Lowest wages are paid in the Northeast and South Central regions (see table).

In discussing labor problems at the opening Radio Day session, Mr. Tower listed principal ways of getting the most out of the station staff. He listed such monetary inducements as pay raises, fringe benefits and incentive pay, and such non-monetary inducements as praise and recognition.

National average weekly pay gross, including overtime and fees for nine key jobs, rates in this order, Mr. Tower said: sales manager $157; chief engineer $114.80; promotion manager $113.88; salesman $112.07; announcer $92.43; technician $86.20; bookkeeper $67.87; continuity writer $61.65; traffic manager $61.37. These figures are not suitable for yardstick comparisons, he said.

Mr. Tower urged broadcasters to devote more attention to wage and salary administration. "Small employers often play by ear," he said, "instead of analyzing their total job picture and relating one job to another." He offered suggestions on how management can improve performance of individual employes and suggested studies be made "of why wages are what they are," as well as studies of relative wage scales.

At the tv panel discussions James Hulbert, NARTB assistant employer-employe relations manager, presided at Chicago, with Mr. Tower handling the same panel at Saranac Lake.

The closed tv labor meetings dealt with such issues as collective bargaining problems. Answers were sought, and received, by delegates to the questions—What is a fair wage offer? What strategy should management use in wage offers and counter-offers? What are the considerations that shape negotiation policy?

Specific types of contracts such as single-rate

A. HARTWELL CAMPBELL, general manager of ch. 9 WNCT (TV) Greenville, N. C., throws the switch to begin the station's first day (Aug. 29) of telecasting with 316 kw, and at the same time congratulates Marion Tribley, chief engineer, on installation of the new equipment.

and multiple-rate ranges were covered along with the feasibility of extending wage increases negotiated by contract to the entire station staff. Delegates asked about talent fees and negotiations and asked what makes sense in a tv fee pattern. Special interest was noted in the talent fee trend and where it might lead if the practice is extended.

Taking part in the Chicago panel with Mr. Hulbert were Leslie C. Johnson, WHBF-TV Rock Island, Ill., chairman of the NARTB Employer-Employe Relations Committee; and Edwin K. Wheeler, WWJ-TV Detroit. Flanking Mr. Tower at Saranac Lake were William Swartley, WBZ-TV Boston, and Louis Saiff Jr., WCNY-TV Carthage, N. Y.

### AVERAGE RADIO STATION WAGE RATES*

Following are average weekly payments to employes by six job classifications for the five principal regions (Northeast, NE; Southeast, SE; North Central, NC; South Central, SC; Mountain-Pacific, MP).

| Prog. Mgr. | Chief Eng. | Sales Mgr. | Sales-men | An-nouncer | Tech-nician |
|---|---|---|---|---|---|
| $115-NC | $116-NC | $150-NC | $113-NC | $90-NC | $87-MP |
| 104-MP | 107-MP | 148-SE | 102-SE | 89-MP | 86-NC |
| 100-SE | 104-SC | 147-MP | 101-MP | 83-SC | 77-SC |
| 100-NE | 102-SE | 138-SC | 97-NE | 83-SE | 73-SE |
| 99-SC | 100-NE | 138-NE | 93-SC | 82-NE | 72-NE |

* These are gross national figures, broken down by regions. They cannot be used as local yardsticks because there are no breakdowns by city size, the most important single factor in comparative wage scales. No cities over 1 million population are included since some regions have no cities over 1 million.

# RADIO BUYING PLAN OFFERED BY KATZ

## Firm advocates using two top stations in each of 104 markets for national coverage in direct competition with network business. Representative concedes plan could be answer to NBC's 'Monitor.'

WHAT is proclaimed as a new concept of buying radio has been developed by the Katz Agency, national advertising representative, which currently is launching a long-term campaign to sell plan's merits to key advertisers and agencies.

Directly competitive with network business, the concept is based on this fundamental proposal to advertisers: Spend your money on the top *two* stations in each market—via spot—and you'll get more circulation, larger audiences, more personalized and localized impact, and stronger merchandising for your dollars.

BILL CRAWFORD, KNUZ Houston, Tex., newsman, leaves on a news tour of Europe and the Middle East. He will send back tape recorded reports. Wishing the newsman bon voyage is Dave Benenburg (l), owner of David's Hardware Stores, sponsor of Mr. Crawford's newscasts, and KNUZ General Manager Dave Morris.

The plan is built around a list of 206 stations in 104 markets—two stations per market except in two markets which have only one station apiece—to offer full national coverage. But this list, Katz officials emphasize, is "only a starting point." Specific advertisers may want to develop a list for their own individual needs. The Katz point is that an advertiser can do better if he buys, on *two* stations in every market, the equivalent in commercial messages of what he would receive on one station via network.

Asked whether this plan was an "answer" to NBC's controversial *Monitor*, officials of the representation firm conceded that it could be—but that it was in preparation before *Monitor* appeared on the scene. Moreover, they noted, it would be useful to any advertiser, whether he's new in radio or not.

In preparing the new spot story, Katz authorities started by working up a list of markets which they felt would be needed for "national" coverage. These came to a total of 104. They then asked A. C. Nielsen Co. to indicate the two stations with the largest Nielsen Coverage Service circulations in each market. They admit to this "bias": In Katz-represented markets where a Katz station was not No. 1 or No. 2, they asked Nielsen to substitute the Katz station as No. 2.

Nielsen tabulations show that the 206 stations thus selected cover 45,053,900 radio homes, or 98.2% of the U. S. total, at the 10% NCS penetration level. At the 50% level, the list covers 94.6% of the radio homes; at the 90% level, 84.7% of the radio homes.

Katz officials stress that the list of 206 stations is not a fixed buy. Advertisers are reminded that, through "creative timebuying," they can achieve their own particular goals by using fewer or more stations, by concentrating advertising impressions in certain sections of the country, on certain days or in certain seasons. Further, it's pointed out, within markets there may be stations that will deliver better ratings than those with the largest NCS circulations. "In short," Katz sales leaders say, "the 206-station list is just a starting point. It is up to the advertiser and his agency to apply the flexibility of spot to this list to make it do what he wants for his product."

Using the 206-station list as an example, Katz estimates that an advertiser can buy 60 commercial minutes a week in each market for a maximum of about $3,660,000 a year, and points out that this figure can be reduced by creative buying, etc. Even at the maximum, they say it comes to about $1,173 per commercial minute or, as an example, roughly the cost of one *Monitor* participation.

Katz, which calls its plan "A Better Way to Buy Radio," also stresses the advantage of duplication. With network, Katz reminds advertisers, overlapping coverage does not add circulation, while with spot it can add coverage by reaching listeners at two different times.

"Specifically," Katz men asserted, "the 206 stations on the list have a combined weekly NCS circulation of 58,889,660. This represents an obvious duplication of 13,835,760 radio homes over and above the 45,053,900 radio homes in the stations' coverage area."

Katz also contends that for any given network buy, local productions in the same market can come up with ratings a good deal higher. They cite research conducted for one specific presentation which they say showed local shows delivering half again as much audience, even though such choice local offerings as the 7-8 a.m. period, sportcasts and newscasts were omitted from the calculations.

Other advantages they cite are impact of local personalities, absence of cut-in charges, and merchandising support by two stations in a market instead of one in the case of network.

Katz is presenting its concept to advertisers individually, with separate presentations prepared to fit each one. The firm makes clear that it is making no direct attempt to sell time on any of the stations in the list, except those it represents. Its officials say their hope and expectation is that advertisers will agree this is "a better way to buy radio," and that, in this case, "stations everywhere will benefit from the presentations."

Because each presentation is tailored to a specific account, no copies are available for general distribution.

*An additional dollar's worth of product promotion for every advertising dollar.*

. . . *one equals two on* **WLW** RADIO

. . . *a distinguished member of the Crosley Group*

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami

## Gunn Heads KONA-TV Sales

APPOINTMENT of James A. Gunn, sales manager of KTVW (TV) Tacoma, as general sales manager of KONA-TV Honolulu was announced last week by John Keating, president and general manager of KONA-TV. Mr. Gunn previously had been an account executive with KONA-TV. Mr. Keating also said the station is preparing for its shift in channel number from 11 to 2 on Oct. 1, as well as an increase from 30 kw to 60 kw. Mr. Keating observed that although the station's coverage area will be increased, its rates will not be changed.

## WITN (TV) STARTS TODAY; WTVS (TV) GOES ON TESTS

### Early September starts by KTRE-TV and KCRA-TV are confirmed by licensees.

PLANS to begin commercial programming today (Monday) were announced last week by ch. 7 WITN (TV) Washington, N. C. Meanwhile, an educational station, ch. 56 WTVS (TV) Detroit, was reported on test patterns and planning an Oct. 3 start.

WITN, with transmitting facilities at Grifton, N. C., is to operate with 316 kw and is affiliated with NBC. W. R. Roberson Jr., president of licensee North Carolina Television Inc., is WITN general manager.

KTRE-TV Lufkin, Tex., which went on the air as scheduled Sept. 1, reports 32,000 sets within its coverage area, with the number expected to rise to about 80,000 when the station contour is accurately determined. KTRE-TV's dedication ceremonies were heralded in a special 12-page supplement in the *Lufkin Daily News*.

Ch. 3 KCRA-TV Sacramento, Calif., went on the air Sept. 3 [B•T, Aug. 29] as an NBC basic. The 100 kw station, which claims to be the only low band vhf station in the Sacramento Valley, is represented by Edward Petry & Co.

Another new starter is WTTW (TV) Chicago, ch. 11 educational outlet which started Sept. 19 (see story, page 112).

## ABC's WABC-TV Names Stone General Manager

ROBERT L. STONE, director of ABC-TV's production services department, was named general manager of ABC-owned WABC-TV New York last week, according to Robert E. Kintner, ABC president. Mr. Stone succeeds Theodore I. Oberfelder, who resigned as vice president of ABC and general manager of WABC-TV about a month ago [AT DEADLINE, Aug. 29], after a decade with the network and its stations.

MR. STONE

Bernard I. Paulson, ABC's New York plant superintendent succeeds Mr. Stone, who already has assumed his new position. Mr. Stone has been with ABC since early 1952, joining as a tv sales account executive and moving rapidly up the ranks in a series of promotions to the post he held prior to the general managership of WABC-TV.

## Mitchell, Hansen Promoted By Cascade Broadcasting Co.

FRANK E. MITCHELL, manager of KIMA Yakima, Wash., and vice president and treasurer of Cascade Broadcasting Co., has been named business manager of the corporation, according to Thomas C. Bostic, vice president and general manager of Cascade. Cascade properties include KIMA-AM-TV, KEPR-TV Pasco, Wash., and KLEW-TV Lewiston, Idaho.

At the same time Mr. Bostic announced that William B. Hansen, KIMA sales manager, had been promoted to station manager, replacing Mr. Mitchell.

LOOKING OVER the contract calling for Republic Van & Storage program sponsorship over KFAC Los Angeles for the fifth straight year are (l to r): Dick Elpers, KFAC account executive, and Buck Smith and Jerry Lawrence, executive vice president and advertising director of Republic, respectively. Republic has been a regular user of radio since the formation of the company [B•T, Sept. 19].

## WHUM-TV Sets New Rates

WHUM-TV Reading, Pa., has issued a new rate card which will become effective Dec. 1. The ch. 61 station is owned and operated by Eastern Radio Corp., and lists one hour of Class A time at $450.

## Westinghouse Bcstg. Shuffles Engineers

WESTINGHOUSE Broadcasting Co. last week re-aligned engineering responsibilities at two of its major stations, WBZ-TV Boston and WPTZ (TV) Philadelphia. Changes were announced earlier at KPIX (TV) San Francisco.

Sidney V. Stadig, formerly assistant chief engineer at WPTZ (TV), was named that station's chief engineer, succeeding George D. Borden who was transferred to WBZ-WBZA and WBZ-TV's combined radio and tv operations in the capacity of assistant chief engineer.

Mr. Borden, with Westinghouse since 1941, succeeds Thomas T. Ely, appointed chief engineer of KPIX(TV) San Francisco.

KPIX General Manager Philip G. Lasky, in announcing Mr. Ely's promotion, also announced the promotion of William Burgess as assistant chief engineer and Ray Holtz as transmitter supervisor. Mr. Ely will assume his duties on Oct. 1, replacing A. E. Towne, who resigned to establish his own engineering consulting firm after 19 years with KPIX.

## WISP Majority Interest Sold

SALE of 81% of the stock in WISP Kinston, N. C., to Mr. and Mrs. William Murphy for $16,000 was announced last week. Seller was Edward J. Schuffman, president-general manager. Blackburn-Hamilton Co. handled the transaction. Mr. Murphy formerly was engaged in station management in Hawaii and Hollywood, Fla. WISP operates on 1230 kc with 250 w.


MOST ADVANCED REMOTE CONTROL EVER DESIGNED

GET THE FACTS, WRITE US TODAY

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

RUST industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.

24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

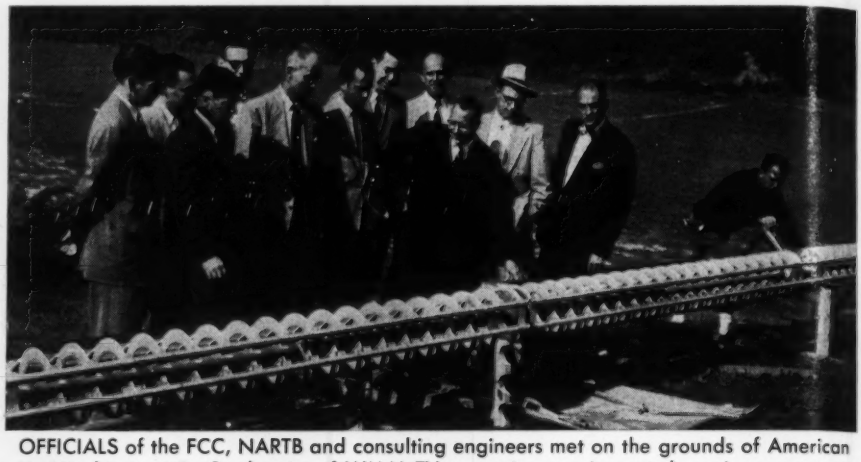
## WMAL-TV Washington Increases to 252 Kw

WMAL-TV Washington officially dedicated its increase from 22 kw to 252 kw on ch. 7 last Wednesday in a special televised ceremony.

Appearing on the 15-minute show were FCC Comr. John C. Doerfer; John Thompson Jr., president of the Evening Star Broadcasting Co., licensee; Crosby N. Boyd, member of the company's board of directors; Frederick S. Houwink, WMAL-AM-TV general manager, and Alan T. Powley, chief engineer.

Also on hand were William Zillger, vice president of Standard Electronics Corp., and James T. Campbell, Standard's district manager.

The program included films that traced the construction of the station's new Alford antenna, the second of its kind in the nation. Bryson Rash, ABC-TV White House correspondent, was master of ceremonies for the program.



OFFICIALS of the FCC, NARTB and consulting engineers met on the grounds of American U., Washington, D. C., the site of WMAL-TV transmitter, to inspect the unique construction and engineering innovations of the new Alford high-gain ch. 7 antenna. WMAL-TV boosted its power from 22 kw to 252 kw. The group (l to r): H. G. Kelley, FCC; Jim Campbell, Standard Electronics; John H. McMahon, Weldon & Carr; Jules Cohen, Vandivere, Cohen and Wearn; Clinton M. Barrick, FCC; Charles W. Baumgardner, George P. Adair; Oscar Reed, Jansky and Bailey; Z. Grabowski, Jansky and Bailey; Frederick Houwink, general manager, WMAL-TV; Prose Walker NARTB, and Alan T. Powley, chief engineer of WMAL-TV.

## Gen. Sarnoff to Speak At WNDU-TV Dedication

WNDU-TV South Bend, Ind., commercial tv outlet of the U. of Notre Dame, will mark its formal dedication Sept. 30 with a principal address by Brig. Gen. David Sarnoff, RCA board chairman, it was announced last Thursday.

At the same time Gen. Sarnoff will accept an honorary Doctor of Science degree from Rev. Theodore M. Hesburgh, CSC, ND president, in convocation ceremonies on the university campus. He will be honored for his "brilliant career" and pioneering in radio and television.

Father Hesburgh will dedicate WNDU-TV's new studio-office building at formal ceremonies the following day at 10 a.m. The station, which began operation on uhf ch. 46 July 15, is an NBC-TV affiliate.

Leaders of the tv industry will join with over 3,000 Notre Dame faculty members, students and guests at the convocation ceremonies in the University Drill Hall at 8:30 p.m.

## KELO-TV Temporarily off Air

KELO-TV Sioux Falls, S. D., notified the FCC last week that its tower and antenna collapsed on the evening of Sept. 20 and it will be off the air until further notice. The ch. 11 station said KELO-AM will have to operate fulltime using a four-tower directional.

## Jones, Thompson, Ward Promoted at WSAV Savannah

DONALD K. JONES, formerly commercial manager of WSAV Savannah, Ga., has been named vice president in charge of radio, it was announced last week by Harben Daniel, president of WSAV-AM-TV. Mr. Jones joined the station in 1949 after having represented WSAV in New York for several years prior to that time.

MR. JONES

Mr. Daniels also announced that Meredith E. Thompson has been named secretary - treasurer and operations manager for the company, and Robert S. Ward has been appointed WSAV commercial manager. Mr. Thompson has been with WSAV since 1939, coming from WAPO Chattanooga. Mr. Ward joined the station in 1949.

## Legion Retracts Charges Against KCNA Phoenix

FULL retraction and withdrawal by the American Legion of its statement last May that KCNA Phoenix, Ariz., aired "left-wing propaganda" [CLOSED CIRCUIT, June 13] has been made.

*Firing Line*, a publication put out by the Legion's National Americanism Commission, explained in its Aug. 15 issue that the group "had no intent to injure Radio Station KCNA in publishing this statement."

"In view of representations made on behalf of Radio Station KCNA the . . . statement is retracted and withdrawn," the Legion publication said. National Legion Commander Seaborn P. Collins said the retraction was being published "in order that there be no injustice done" to KCNA. The Tucson outlet is 51% owned by author Erskine Caldwell.

*Firing Line* last May had asked "Legionnaires and other patriotic Americans" to write FCC "immediately" and "demand" a probe.

## NBC-Owned Outlets Hit New Sales High in August

NBC owned-and-operated stations reported unprecedented growth in local radio and tv sales during August, Charles R. Denny, NBC vice president in charge, announced last Week.

WMAQ Chicago reported local radio business to have jumped 85% as compared to August 1954; KRCA (TV) Los Angeles local sales revealed a 73% gain over its figures of one year ago. Ranking behind WMAQ's radio increases was WTAM Cleveland with a boost of nearly 54%, and runner-up to KRCA in tv sales was WRC-TV Washington with a jump of 57%.

In announcing the gains Mr. Denny called attention to the o&o division's leadership contest, which was designed to inspire the o&o stations to try to outdo each other in both public service and sale gains. Prizes worth $1,000 will be distributed to personnel of the winning station and the general manager and his wife will be given a trip to Europe.

NBC o&o stations are WRCA and WRCA-TV New York; WRC and WRC-TV Washington, D. C.; WTAM and WNBK (TV) Cleveland; WMAQ and WNBQ (TV) Chicago; KRCA (TV) Los Angeles and KNBC San Francisco.

Dayton's TOP Hooper-Rated Station

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

## Radio Prominent During National Plowing Contest

RADIO was much in evidence during the recent four-day National Plowing Contest in Wabash County, Ind., including both NBC and CBS spot coverage.

CBS carried a featured address by Vice President Richard Nixon while NBC's *Monitor* picked up two segments from Ernie Ashley of WOWO Ft. Wayne, Ind., giving highlights of the vice president's speech and results of the plowing contest. WIBC Indianapolis, WLW Cincinnati and WOWO Ft. Wayne carried daily variety and farm news shows from the contest grounds.

WHO Des Moines was represented by Herb Plambeck, farm director, who founded the National Plowing Contest. Mr. Plambeck tape recorded several shows which were shipped to WHO for broadcast.

HERB PLAMBECK (r), farm director of WHO Des Moines, interviews WOWO Ft. Wayne Farm Director Jay Gould from the grounds of the National Plowing Contest at Wabash County, Ind. Mr. Plambeck founded the national contest.

## Blair Plans New Quarters

JOHN BLAIR & Co., national representatives of radio stations, and Blair-Tv, national representatives of television stations, will move to new quarters in a building currently under construction at 48th St. and Madison Ave., New York on approximately Feb. 1, it was announced last week by John Blair, president. The new space, consisting of an entire floor, will provide a total of 10,400 sq. ft., or approximately 40% more than the companies now occupy in the Chrysler Bldg. East.


**$53,752,000 IS A LOT OF HAMMERING!**

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
*See FORJOE & CO.*
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.


## KNTV (TV), Calif. Outlet, Names Kahle Manager

DOUGLAS D. KAHLE has been named general manager of KNTV (TV) San Jose, Calif., replacing Harry T. Maynard, according to A. T. Gilliland, president of Standard Radio & Television. KNTV began commercial operation Sept. 12.

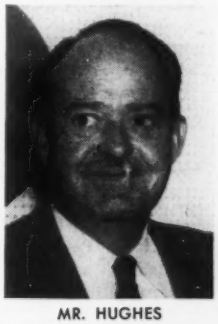
MR. KAHLE

Mr. Kahle has been principle stockholder and general manager of KCSJ-AM-TV Pueblo, Colo. Other executive appointments will be announed by the new general manager later.

### STATION PEOPLE

**Jerome Sill** named executive vice president of WHUM-AM-TV Reading, Pa. Mr. Sill recently disposed of his interest in WMIL Milwaukee and in WAGE-TV Marquette, Mich. Before that, he was associated with CBS.

**R. C. Hughes,** KEPO El Paso, to KSEL Lubbuck, Tex., as general sales manager.



MR. HUGHES

**Arthur M. Vogel,** program director, WMIL Milwaukee, named general manager, WEOL Elyria-Lorraine, Ohio.

**Howard Wormser,** MCA-TV, to KTLA (TV) Los Angeles as director of publicity. **Abe Greenberg** promoted to director of advertising and sales promotion for KTLA.

**John Silva,** engineering operations supervisor, KTLA, appointed chief engineer. **Roy White,** who has been with the station for eight years, succeeds Mr. Silva.

**Herb Davis,** assistant director, WTOP-TV Washington, appointed program director, succeeding **Ted Zarpas,** who has resigned. Mr. Davis has been with WTOP-TV since 1953.

MR. DAVIS

**Vivian A. Smith,** former partner, Currey, Smith & Beardsley Adv., Phoenix, Ariz., to KGFJ Los Angeles, as account executive.

**Fred Gregg,** director of advertising and sales promotion, Avco Mfg. Corp., named assistant general sales manager, affiliated Crosley Broadcasting Corp., Cincinnati.

**Albert H. Chismark,** WTRY Troy, N. Y., to WHEN-TV Syracuse, as engineer; **Frederick F. Beck,** KPHO-TV Phoenix, to WHEN-TV as production supervisor; **James W. Packer** to WHEN-TV merchandising department; **Bert Enion,** senior director of WHEN-TV, to spend


The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

*Rep. Capper Publications, Inc.*



NEW FACTS & FIGURES ON WTVD DURHAM-RALEIGH

POWER NOW 316,000 watts

COLOR NOW TRANSMITTED

WTVD CHANNEL 11 DURHAM-RALEIGH NBC - ABC

Call Edward PETRY & Co.

MARYLIN KING, one of the singing King Sisters, flips the switch placing KDUB-TV Lubbock, Tex., on 316 kw. Supervising the proceedings are (l to r): W. D. (Dub) Rogers Jr., president and general manager of ch. 13 KDUB-TV, and sisters Yvonne, Louise and Alyce.

18 months with three other Meredith Pub. Co. stations: KCMO-TV Kansas City, WOW-TV Omaha and KPHO-TV Phoenix, for exchange of ideas.

**Richard H. deMontmollin,** WCRS Greenwood, S. C., to WIS-TV Columbia, S. C., as local sales director.

MR. deMONTMOLLIN

**John Deegan,** news editor and producer, WHUM - AM - TV Reading, Pa., named head news reporter, WSRS Cleveland.

**Ray Stanfield,** news and sports director, WIS Columbia, S. C., named program director, replacing **John Evans,** who will devote full-time to early morning show. **Homer Fesperman,** staff announcer, named music director.

**George Jacobs** returns to KOTV (TV) Tulsa as director of engineering and development after leave of absence to set up high power transmitter for KFMB-TV San Diego. **Lavoy Hooker,** KOTV assistant chief engineer, has been named chief engineer, replacing Mr. Jacobs.

**Neil F. Arveschoug,** chief engineer, KGHF Pueblo, Colo., to Gates Radio Rocky Mountain district, as sales engineer. **Paul Hindes,** announcer-engineer, KDZA Pueblo, succeeds Mr. Arveschoug.

**John Craig,** salesman, Rueben H. Donnelley Corp., Cincinnati, to sales department WKRC-TV same city.

**Joe Bier,** WOR New York farm editor since 1939 and with the station since 1930, has retired. **Will Peigelbeck,** formerly head of department of agriculture, WNJR Newark, N. J., succeeds Mr. Bier.

**Michael Hinn,** formerly news director, WFAA-TV Dallas, Tex., to KABC-TV Los Angeles for daily 11 p.m. newscast, effective Oct. 3.

**Edward G. Murray,** filmbuyer, WPTZ (TV) Philadelphia, father of boy, Edward George III.

**Frank Lawrence,** film editor, KGMB-TV Honolulu, father of girl, Dale.

**Don Nelson,** announcer, WNEB Worcester, Mass., and **Sally Furber,** formerly promotion assistant, WNAC-TV Boston, were married Sept. 24.

*An additional dollar's worth of product promotion for every advertising dollar.*

*... one equals two on* **WLW** RADIO

*... a distinguished member of the Crosley Group*

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami



# WCAU, WTIP, WCHS Garner Sales Honors

COMING in first place over past two months in Radio Advertising Bureau's "Best Sale of Month" contest were WCAU Philadelphia for July and WTIP and WCHS Charleston, W. Va., for August.

WCAU's story is as follows: Joseph C. Winkler of that station sold a schedule of daily, Monday-Friday, five minute shows to Novi-Equipment Co., manufacturer of automobile air conditioners. Winkler sold *The Weather Ahead* forecast as attention getter during peak traffic hours (5-6:30 p.m.), tailoring the campaign to reach potential customers of auto air conditioners while driving in the summer heat. Contract runs for 52 weeks.

The Charleston story involved cooperation of two competitive salesmen and the stations: Mel Burka of WTIP and Bob Sinclair of WCHS both sold schedules to five appliance distributors (Admiral, Emerson, Philco, RCA, and CBS-Columbia), setting up a six-week campaign to sell portable radios through 770 one-minute announcements. Copy alerted listeners to the need for battery-operated portables in times of crisis, and the hurricane season provided the spark.

Second and third winners for July were Charley Sciple, WAKN Aiken, S. C., for getting 19 merchants in a special retail radio promotion; and John A. Wales, WWJ Detroit, for signing an entire Mercury dealer group in that city to sponsorship of a 10-minute sportscast.

August second and third place winners were Gene Claussen and F. M. Broders of KXIC Iowa City, who tied for the second honors for likewise hitching a weather forecast to air conditioning equipment dealers; and M. Robert Rogers of WGMS Washington, D. C., for using the good music station's facilities to sell tickets for a two-day metropolitan opera stint to standing room only limits after newspaper ads had failed.

## Sylvania to Pick Tops in Tv

SYLVANIA Electric Products Co. will present the Sylvania Television Awards in 1955 for the fifth consecutive year, it was announced by Don G. Mitchell, chairman and president of Sylvania. The awards, which will be given to individuals and organizations that have made the most notable contributions to television through programs on the air between Nov. 1, 1954, and Oct. 31, 1955, will be presented at a dinner in New York on Nov. 30.

## Four Calif. Stations Honored

FOUR California stations were presented awards by Gov. Goodwin J. Knight during the California State Fair & Exposition, Sacramento. Receiving the awards, based on public opinion polls, were KBIG Los Angeles, KSJO San Jose, KNXT (TV) Los Angeles and KPIX (TV) San Francisco.

## Hayes Gets Fordham Medal

CBS RADIO President Arthur Hull Hayes last week was awarded the Fordham U. Insignia Medal for "outstanding achievement in the field of communications" by the Very Rev. Laurence J. McGinley, S. J., rector of the university. Mr. Hayes, a charter member and director of the Catholic Institute of the Press, received his award at the institute's monthly meeting in New York

## Tv Set Shipments Top 3.5 Million for 7 months

FACTORIES shipped 3,549,877 tv sets to dealers during the first seven months of 1955, according to Radio-Electronics-Tv Mfrs. Assn., well above the 2,977,177 sets shipped in the same 1954 period. July shipments totaled 465,160 sets compared to 407,087 in June, a five-week reporting month, and 329,574 in July 1954.

Following are tv set shipments to dealers by states for the first seven months of 1955:

| State | Total | State | Total |
|---|---|---|---|
| Ala. | 64,234 | N. H. | 12,686 |
| Ariz. | 19,471 | N. J. | 113,609 |
| Ark. | 42,298 | N. M. | 12,216 |
| Calif. | 302,613 | N. Y. | 347,900 |
| Colo. | 25,132 | N. C. | 95,198 |
| Conn. | 48,370 | N. D. | 10,986 |
| Del. | 7,569 | Ohio | 182,577 |
| D. C. | 36,047 | Okla. | 51,511 |
| Fla. | 123,946 | Ore. | 44,972 |
| Ga. | 78,631 | Pa. | 217,660 |
| Idaho | 14,777 | R. I. | 17,178 |
| Ill. | 189,106 | S. C. | 53,813 |
| Ind. | 89,253 | S. D. | 11,331 |
| Iowa | 49,829 | Tenn. | 74,662 |
| Kan. | 45,798 | Tex. | 209,051 |
| Ky. | 60,057 | Utah | 13,147 |
| La. | 81,137 | Vt. | 11,058 |
| Me. | 26,234 | Va. | 63,187 |
| Md. | 50,629 | Wash. | 61,615 |
| Mass. | 98,143 | W. Va. | 37,791 |
| Mich. | 140,604 | Wis. | 70,426 |
| Minn. | 55,598 | Wyo. | 3,156 |
| Miss. | 33,749 | U. S. TOTAL | 3,536,121 |
| Mo. | 93,610 | Alaska | 4,751 |
| Mont. | 10,097 | Hawaii | 9,005 |
| Neb | 28,570 | GRAND TOTAL | 3,549,877 |
| Nev. | 4,862 | | |

## RCA, Bell Will Connect Communications Systems

RCA's trans-Atlantic TEX (Teleprinted Exchange Service) will be linked to Bell System's TWX network in the U. S. by means of perforated tape, RCA reported early last week. In announcing the arrangement that will allow TEX subscribers in 17 countries through Europe and Africa to communicate via teleprinter with TWX subscribers in the metropolitan New York-New Jersey area, Thompson H. Mitchell, president, RCA Communications Inc., stressed the growing importance of TEX as a communications tool for the international business community. "The demand for TEX service," said Mr. Mitchell, "has caused us to expand our own facilities and extend them to an increasing number of overseas countries. Plans are underway even now for the extension of TEX to new areas."

TEX, which combines the advantages of a two-way conversation with the immediate availability of a written transcript, was first established in May, 1950. Up to this time, however, U. S. service was restricted to those East Coast subscribers equipped with RCA teleprinter equipment.

## Raytheon Profits Show First Quarter Decrease

RAYTHEON Mfg. Co. of Waltham, Mass., reported, for the first quarter of the fiscal year ended Aug. 31, net profit of $764,000 on sales of $39,184,000 after provision for federal income taxes amounting to $805,000. This compares with net profit of $1,102,000 on sales of $44,698,000 for first fiscal quarter of 1954. Reflecting lower sales and earnings was a dip of 13 cents from 40 cents to 27 on the 2,776,235 shares of common stock now outstanding.

Pointing out that lower sales and earnings reflected reduction in volume of government shipments and effects of lower profit margins, Raytheon president C. F. Adams Jr. told stockholders at last week's annual meeting that losses could also be ascribed to slack-off in productivity during this past summer's sustained abnormal heat wave. However, Mr. Adams assured the stockholders that military order backlog of $95 million remains virtually unchanged from last year.

## RCA Tube Division Plans $3 Million N. J. Factory

RCA Tube Division will construct a $3 million plant in Bridgewater Township, N. J., beginning this fall, to serve as engineering and manufacturing headquarters for the company's activities in the transistor and diode production field.

In announcing RCA's plans, D. Y. Smith, vice president and general manager of the division, said that the one-story structure will be erected on an 83-acre plot and will cover approximately 126,000 square feet of floor space. The plant is expected to be in operation by late 1956. It will provide production facilities in addition to those already in use at the Harrison plant. Within recent years, RCA has established other operations in New Jersey at Woodbridge, Moorestown, Rockaway, and Cherry Hill.

### MANUFACTURING SHORTS

**Price Electric Corp.** ("Husky" relays and controls), Frederick, Md., has appointed Emory Design & Equipment Co. as sales representative for Florida, Georgia, Alabama, Mississippi, and eastern Tennessee.

**Reeves Soundcraft Corp.,** N. Y., announces new "Plus 100" recording tape "so thin that a mile of it can be wound on a single 10½-in. reel." The new development uses duPont's new "Mylar" polyester film as a base and can run continuously for nearly 19 hours—1⅞ inches per second on a double track machine, according to the company. New tape is available in three sizes: 5-in. (1,200 ft.), $4.75; 7-in. (2,400 ft.), $9.00, and 10½-in. (5,200 ft.), $22.50.

**Bell & Howell Co.** announces DeLuxe carrying case for movie equipment for purchasers of company's 8mm matched camera sets. Firm claims gift case is durable and scuff proof, with plywood construction. With 8mm camera, set retails for $99.85.

**Argos Products Co.,** Genoa, Ill., announces what is said to be the first portable work bench ever offered for in-home repairs by servicemen. When folded, it measures only 26 by 11 by 6¼ inches, including extension shelf. Suggested retail price: $8.95.

### MANUFACTURING PEOPLE

**Percy L. Spencer,** vice president-general manager of Raytheon Mfg. Co.'s microwave and power tube operations, elected a director of the firm. Mr. Spencer joined Raytheon in 1925 and since that time contributed to magnetron, microwave and photocell development.

**James E. McGarr,** assistant general manager of Tungsten & Chemical Div., Sylvania Electric Products Inc., N. Y., named general manager of division.

**Ellsworth W. Simms,** manufacturing manager of RCA, appointed general manager of Hamilton (Ohio) Estate Div. (which is part of Delaware Appliance Corp., recently organized by RCA) of Whirlpool-Seeger Corp.

**John L. Bradley,** one time with Cunningham and Walsh, N. Y., and former advertising and sales promotion manager for Sperry Products, Danbury, Conn., named an assistant manager of advertising and sales promotion for Ampex Corp., Redwood City, Calif.

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

**Don Davis,** *First Vice President*
**John Schilling,** *Vice Pres. & Gen. Mgr.*
**George Higgins,** *Vice Pres. & Sales Mgr.*
**Mori Greiner,** *Director of Television*

IN AMERICA'S
9th MARKET it's TV's
*New Queen*

316,000 watts of V. H. F. power
**WHTN-TV** BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

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Triangle—Colorado, Utah, New Mexico
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WILL NET SPONSORS
INCREASED SALES IN
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167 Mountainous Miles from Spokane



# COMMERCIAL TV COMES TO BRITAIN AS ITA INAUGURATES THE NEW SERVICE

**Newspaper reaction mixed as commercials are bunched into groups of three. B•T observer finds live signal good but audio inferior. ITA programs not too subtle in their handling of announcements and references to their competitors, the British Broadcasting Corp.**

COMMERCIAL television survived a spectacular if somewhat inept debut in Great Britain last Thursday to enter direct competition with BBC for the British viewing audience.

Flaws appeared, of course, in the opening hours as Independent Television Authority introduced a system of "cluster commercials" or triple-spotting in which an advertiser pays for a spot but cannot sponsor a program.

"Most glaring difficulty in the opening telecasts was poor audio although the video signal was good except for segments of inferior film," according to Sol Taishoff, editor and publisher of B•T, who is in London for the event. "The first telecasts revealed the ITA fallacy of cramming three commercials together at 'logical breaks'.

"This triple-spotting is worse than anything stateside but in general the American observers applauded the opening efforts while feeling that changes along U. S. lines must come."

The debut lacked the expected British subtlety, Mr. Taishoff said, opening with continuous vaudeville except for a 12-round prize-fight. A pomp ceremony at London's Guildhall opened the new service. "The BBC was slammed repeatedly," he said. "The pace was fast—probably too fast—as commercials followed one after the other. The selection of accounts was illogical, with two ale commercials in a row and a Mary Baker cakemix spot followed by a Brillo commercial in which a bakepan was cleaned."

Commercials sold at double-rate the first day, the proceeds going to charity.

Among American observers were Sylvester L. Weaver Jr., president, and Thomas B. McFadden, vice president, of NBC; Frank K. White, chairman of McCann-Erickson International; Lester Gottlieb, CBS-TV director of network daytime programming, and FCC Comr. Edward M. Webster.

London morning newspapers were sold out Friday in many areas. They carried front-page reviews commenting on the program. In a Thursday article the *London Express* blasted commercial tv in a front-page story and carried an editorial resurrecting a discredited Hearst survey contending 174 advertisers had deserted tv for newspapers last year.

The *Express* cited cancellation of *I Love Lucy* by Philip Morris on the ground sales had dropped. The editorial questioned the value of commercial tv, saying American businesses are giving up tv in favor of newspapers. Granting of an alternative service to BBC immediately was urged in order to avoid a tv fiasco.

In its Friday coverage, the *Express* commented on the general slickness of the show, calling it "brilliant but brassy" and noting the poor quality of filmed excerpts. The *Express* called tv advertising "irksome".

The *Telegraph* cited the "subdued opening shyness" over the inclusion of advertising in television service. The *Daily Sketch*, reporting reception 110 miles away, said this new tv service "is as British as roast beef."

The *Mirror* predicted a stiff fight lies ahead with BBC. It contended the commercials were spoiled "by blaring, unbalanced sound and crammed too much into too little time." On the other hand the *News-Chronicle* described commercials as "well-mannered but not particularly enterprising." It added that American sponsors would not have granted screen time to these commercials.

United Press estimated 2,500,000 Britons saw commercial tv for the first time and added, "The general verdict was that commercial tv had come to stay." UP said that London morning newspapers, except the communist *Daily Worker*, found merit in production techniques

TO TAKE a peek at commercial television's debut in England on Sept. 22 and to tour the continent are these tv broadcasters who arrived in London Sept. 20 aboard the *Queen Elizabeth*. L to r: Mrs. Lester Gottlieb, wife of the CBS director of daytime tv programs; Mr. Gottlieb; Mrs. A. Burke Crotty, wife of independent tv producer, and Mr. Crotty. Mr. Crotty is tv consultant to Ellington & Co., New York agency.

and commercials.

In competition to the commercial service, BBC offered a special showing of the Disney "Donald Duck Story."

Britain's introduction to video advertising came in a 60-second spot for Gibbs S. R. toothpaste. The commercial, produced by the London office of Young & Rubicam, opened like this: "It's cool. It's fresh as ice. It's tingling." Voiced in a quiet manner, the commercial showed a tube of toothpaste imbedded in a cake of ice. Following it were chocolate drink and margarine commercials.

## Personal Interview Survey Started by Canadian Firm

A CANADIAN radio listening survey, based on personal interviews, has been started by Elliott-Haynes Ltd., Toronto. First report has been released covering the province of Ontario, with reports for Quebec province and western Canada to follow later this year. Reports are to be issued twice yearly.

The Ontario report was done on a basis of 400 personal interviews per county, with 200 men and 200 women interviewed in each county. Only those over 16 years old were interviewed and a balance was maintained on an income basis. The survey asked people to identify to which station of a list shown them, they listened to most in the previous 24 hours.

The report credits CFRB Toronto with a daily audience of 1,030,695; CKEY Toronto with 915,823; CBL Toronto 705,201; CJBC Toronto with 482,296; CHML Hamilton with 285,725; CHUM Toronto with 221,738; CFRA Ottawa with 221,622; CBO Ottawa with 207,088; CKLW Windsor with 177,548, and CKOY Ottawa with 168,879.

### INTERNATIONAL SHORTS

**CJON-TV** St. John's, Nfld., began telecasting Sept. 12, as first station in Newfoundland. Preliminary coverage reports show station covering about 65% of the island's population. The station anticipates there will be 9,000 tv sets in operation on the island by yearend.

**CJET** is call letter of new 250 w station on 1070 kc at Smiths Falls, Ont. Station previously had been planning to use call letters CFRL. Jack Pollie, formerly manager of CKGB Timmins, is president and general manager. Station plans to be on the air Oct. 1, and is represented by James Alexander Ltd., Toronto, and Joseph Hershey McGillvra Inc., N. Y.

**Carribean Networks Inc.,** N. Y., has a new telephone number: Circle 7-8224. Office remains at 200 W. 57th St., New York 19.

## Peripatetic Pat

NBC President Sylvester L. (Pat) Weaver is pursuing a busy schedule in Britain, where commercial television was launched last week. Mr. Weaver attended a dinner of the Independent Television Authority last Thursday. Today (Monday) he will be guest of the BBC board of management. Tomorrow, he will talk before a meeting of the Institute of Practitioners in Advertising in London, and later, he will meet with members of the institute in a closed meeting.

## Fellows Lauds British

CABLEGRAM of congratulations was sent by NARTB President Harold E. Fellows to Sir Kenneth Clark, chairman of the Independent Tv Authority of Great Britain, and to the secretary of the ITA in connection with the opening of commercial tv in that country last Thursday. Text of his message follows:

"In behalf of the NARTB and the radio and television stations and networks which it represents throughout the United States, may we extend to you and your colleagues heartiest congratulations on the advent of commercial television in Great Britain. We are particularly pleased to send these warm greetings to you as we observe National Radio & Television Week in the United States, dedicated to better home entertainment and better service to all people. As you embark on this historic venture in pursuit of the same precious goal, we know that the people of your great country stand on the threshold of new horizons in the art of mass communication. We wish for you every success and Godspeed."

## 11 Tvs on Microwave Link

ELEVEN CANADIAN tv stations will be on a microwave interconnected network on Nov. 1, the commercial department of the Canadian Broadcasting Corp., Toronto, has announced. On that date CKNX-TV Wingham will be connected into the system, making it the biggest microwave network in Canada. Stations on the microwave net will be CBLT (TV) Toronto, CHCH-TV Hamilton, CKCO-TV Kitchener, CKNX-TV Wingham, CFPL-TV London, CKLW-TV Windsor, CKVR-TV Barrie, CHEX-TV Peterborough, CKWS-TV Kingston, CBOT (TV) Ottawa, and CBMT (TV) Montreal. Interconnecting charges for the 11-station net will be $340 an hour, $204 per half-hour, and $136 for one-quarter hour.

## Canadians Set Tv Meeting

PROBLEMS of television network operations, programming of commercial and national sustaining shows, rates, and other items are to be aired at a meeting in Ottawa of all Canadian television stations Sept. 26-29. Meeting has been called by Canadian Broadcasting Corp. tv division with independent stations from all parts of Canada. CBC operates all tv network programs in Canada, and all Canadian stations are required to carry a minimum number of hours of both network sustaining and commercial shows.

## CANADA AUTHORIZES THREE NEW AMS

THREE new radio stations were recommended for licenses by the Board of Governors of the Canadian Broadcasting Corp. at its Sept. 15 meeting at Ottawa.

Theodore M. Fielder was recommended for a 250 w station on 1560 kc at Simcoe, Ont., a rural area which has no community station.

F. Vincent Regan has been recommended for a 5 kw station on 1290 kc at London, Ont. The CBC board approved the application on the grounds that "there is now place for another


KTVH FIRST AGAIN IN WICHITA AREA (JULY PULSE)

*Wichita Windy says:*

KTVH proves once again to be the favorite with Central Kansas viewers! Besides taking honors with 13 out of the top 15 network shows, KTVH has the greatest share of the audience for quarter hours from 6 to 10 p. m., seven nights a week. Here's conclusive proof that your advertising dollar reaches more people when it's placed on a winner. That's KTVH!

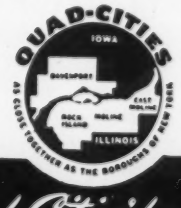
KTVH HUTCHINSON KANSAS
VHF 240,000 WATTS
CHANNEL 12
CBS BASIC—DUMONT
*Represented Nationally by H-R Representatives, Inc.*
Main office and studios in Hutchinson: office and studio in Wichita (Hotel Lassen). Howard O. Peterson, Gen. Mgr.

THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.

NOW ¼ MILLION PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this good 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

CBS FOR THE




*Quad-Cities' favorite*
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

privately-owned broadcasting station serving the London area." Until now London had only CFPL-AM-TV.

Of two applicants for stations at Swift Current, Sask., CBS board recommended Frontier City Broadcasting Co. Ltd. for a 250 w station on 1400 kc. This application was approved on grounds that "D. W. Scott would be devoting his full attention to the operation of the station." Other applicant was Swift Current Broadcasting Co. Ltd.

CFPL-TV London, Ont., was recommended for an increase from 117 kw video and 59.6 kw audio on ch. 10, to 325 kw video and 195 kw audio, with same antenna height of 576 feet above average terrain. CFPL-TV becomes the second Canadian station with maxium 325 kw video power. The other station is CKLW-TV Windsor.

CBC turned down application of the Quebec Assn. of Broadcasters to change CBC regulations to permit fuller beer and liquor advertising than now permitted on radio and tv stations [B•T, Sept. 19]. Present regulations allow only the name of sponsoring beer and liquor company to be mentioned, but no product advertising.

## CBC Names Gingras Governor

GERRARD GINGRAS, Montreal investment executive, has been appointed to a three-year term as a governor of the Canadian Broadcasting Corp. He becomes 10th member of the CBC board of governors. One vacancy is left, caused by the recent retirement of W. H. Phillips, Ottawa. Mr. Gingras was with the Bank of Canada during World War II in connection with Victory Loan campaigns.

BMI

MILESTONES

*for October*

**BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the October package commemorates a special event of national importance.**

"THE GREAT TRAILBLAZER: CHRISTOPHER COLUMBUS"
(Columbus Day)
October 12, 1492

"A SOAPBOX FOR THE WORLD"
(United Nations Day)
October 24, 1955

"THE FLEET THAT CAME— AND STAYED"
(Navy Day)
October 27, 1775

"THE 1955 HALLOWEEN REVUE"
October 31, 1955

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



## PENN STATE EXPERIMENT ENDORSES TV TEACHING

**Study involving three courses finds there is no evidence that tv instruction is inferior to classroom teaching. Program expanded to include 10 courses for 1955-56.**

STUDENTS receiving instruction by tv learn as well as those in the classroom with the instructor, according to a semester-long experiment with three courses conducted by Pennsylvania State U.

Part of an investigation to discover the extent to which television can be used to cope with increasing student enrollments and to extend the teaching range of superior instructors, this project made no attempt to adapt teaching methods to tv. Instead, the present courses and methods of instruction were used, with tv fitted inconspicuously into classrooms and operated with a minimum change in usual class procedures.

Three courses were involved during the spring semester: general chemistry, general psychology and psychology of marriage. The first two courses had three comparison groups: students in the originating classroom with the tv cameras and lights; students in the receiving room who saw and heard the instructors via tv; control groups of students taught directly in the usual manner. The psychology of marriage course had no control group. Altogether about 840 students were involved.

Reporting on the experiment, the university notes that three tests were given during the semester followed by a final examination in both general chemistry and general psychology, with three tests but no final in the psychology of marriage course. "On 10 out of the 11 tests given, there were no statistically significant differences in learning of information between the classes receiving direct instruction and those receiving instruction over the television systems." On the second general psychology test, classes taught in the conventional manner were approximately two points better than those in the tv originating room or tv receiving room.

"Thus," the report states, "there was no evidence from this experiment that televised instruction was inferior to direct instruction as measured by the standard type of objective achievement tests used for university courses."

For the 1955-56 academic year, Penn State plans to extend the project to include eight or 10 different courses with an enrollment of over 3,000 students to answer additional questions as to the "appropriateness and feasibility of television to various kinds of courses" and to determine class-size, instructional techniques and other aspects of tv versus "live" instruction. The project is underwritten by the Fund for the Advancement of Education.

## Educ. WTTW (TV) Airs Test Programs

LIMITED SCHEDULE of test programs was begun last Monday by WTTW (TV) Chicago, educational tv station, with results which, according to its own executives, left much to be desired. In fact, the first day of telecasting was "just terrible," Dr. John W. Taylor, station director, admitted later.

But he promised improvement because "we've got to. We're glad we said the first couple of months should be experimental—because they really are."

WTTW started a two-day-per-week, 4-10 p.m. schedule with three live shows, films and kinescopes of top programs from other educational video outlets. Some of the first defects, according to Dr. Taylor: inept camera switching, bad lighting, poor kinescope quality and color films which looked poor in monochrome production.

Viewers were advised that, in many instances, adjustments would be required by servicemen to enable them to catch ch. 11 adequately.

The more reputable firms reported they would make the adjustments free—if the serviceman were called in to make other repairs.

A guest on the opening night operation was FCC Comr. Robert E. Lee, who wished the station well and reviewed educational tv programs thus far. He noted some cities are slow in getting educational tv moving, it was reported by a WTTW spokesman. Comr. Lee appeared on a program called *Through the Window*, on which WTTW leaders plan to explain station progress to over 300,000 "stockholders."

To help guide the station's program staff, WTTW promptly announced an opinion research project—a program advisory council—to solicit the thoughts and reactions of its viewers by questionnaires. WTTW plans to extend its programming time to 30 hours per week later this fall.

## Tv Educational Convention Set for Chicago in October

PLANS for the annual convention of the National Assn. of Educational Broadcasters in Chicago next month have been mapped by the organization's convention committee.

Agenda for the convention, to be held at the Del Prado Hotel, will place emphasis on educational radio-tv, using the theme—"serving 160 million students." Frank Schooley, director of broadcasting at U. of Illinois (WILL-AM-TV), will preside as NAEB president.

Ironing out details under Chairman Al Partridge, also U. of Illinois radio-tv department, was a committee comprising Judith Waller, NBC central div.; Dr. John W. Taylor, WTTV (TV) Chicago, forthcoming educational tv outlet; James Taylor, De Paul U., and Norbert Hruby, U. of Chicago.

## WNBQ (TV), Loyola U., Open New Televised Course

SECOND series of televised courses for college credit will be launched by WNBQ (TV) Chicago on its *Live and Learn* program starting Oct. 2, the NBC o&o station announced last week. NBC Central Div. will cooperate in the series.

The 12-week program will be patterned along basic philosophy courses of colleges and universities and will be titled *Man and Morality*. It will be presented each Sunday morning in cooperation with the Loyola U. (of Chicago) Home Study Dept. It will be good for three hours of regular college credit after completion of assignments and final exams.

WNBQ (TV) pioneered in a televised course in Chicago last January when it presented *Governments and Human Nature* in cooperation with the U. of Chicago.

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
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## LINKLETTER BEAUTY CONTEST

PARAMOUNT studios and Art Linkletter have launched a search for the nation's 12 most beautiful fashion models. The contest is being conducted on CBS-TV's *Art Linkletter's House Party*. Any girl is eligible to compete in the contest which will be judged by Edith Head, six-time Academy Award fashion designer for Paramount, and a panel of leading stars of the studio. Miss Head will appear on *House Party* Oct. 4 to announce the winners. Winners will receive an all-expense paid, four-day tour of Hollywood and Palm Springs and will be given talent interviews by the studio.

## WRCA NEWSPAPER PROMOTION

A NEWSPAPER, the *New York Journal-American*, last week reprinted a plate of its front page featuring Bill Cullen pictures, text and headlines to serve as a promotion piece for WRCA New York's new early morning *Bill Cullen Show*. "Special WRCA Radio Edition" was jointly arranged by station's advertising-promotion-merchandising director Max Buck and Sumner Collins, *JA*'s promotion director. It will be distributed to timebuyers, clients and other interested parties. *Journal-American* is a client on the program.

## WABD (TV) 'MAGIC' FORMULA

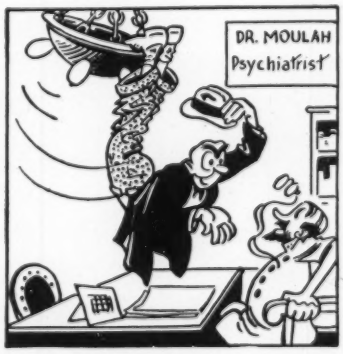
WABD (TV) New York is literally injecting "magic" into its programming formula. Nationally know magician Milbourne Christopher now has a five times weekly show called *Weather Magician* that spices daily forecasts with trick entertainment. Mr. Christopher also will begin on Sept. 25 a new Sunday series that will present 15 minutes of magic and audience participation. Mr. Christopher represented the U.S. last spring in England on the international magic show held on BBC-TV as a part of the London Magic Circle's Golden Jubilee.

## KXLY-TV USES RADIO PROMOTION

KXLY-TV Spokane, Washington's CBS outlet, alert to the possibilities in connection with the blackout of the Marciano-Moore fight on tv, purchased spots preceding and following the bout on KHGA Spokane, ABC radio outlet, promoting KXLY-TV.

## WAVE AIRS BOOK REVIEWS

THE Literature Committee of the Younger Women's Club of Louisville, Ky., will begin daily book reviews on WAVE Sept. 19. The reviews, averaging three to five minutes each, will be a feature portion of WAVE's *Carousel* show. The feature is part of WAVE's "Operation Egghead" project "for inserting cultural briefs into regular popular programs in a quick, easy and painless manner."




"'—and just because I'm not a KRIZ Phoenix listener, my wife insisted I see you."

ALLEN L. HAID (l), vice president and managing director of WSPD Toledo, Ohio, hands the keys to a new Cadillac to Westford F. Shannon, commercial manager. Mr. Shannon won the car in a contest among all Storer stations by having his sales department produce the greatest increase in local radio sales over a three month period.

## 'THE WALL OUTSIDE'

SUPERIOR Judge Orla St. Clair will act as host of the new public service program *The Wall Outside* to be aired by KRON-TV San Francisco every Sunday starting Sept. 11. The show will report on the misdemeanors and petty crimes responsible for the crowded county jails and will show what is being done to rehabilitate the offenders and to break down the "wall outside" that so often keeps them from rejoining the ranks of useful citizens. In addition to outstanding judges, attorneys, criminologists, and psychiatrists, some offenders themselves—usually reformed—will appear on the program to tell their own stories.

## Big Party

KJAN Atlantic, Iowa, with the help of 54 merchants, had a birthday celebration attended by 20,000. It was a culmination of a 10-week promotion in which 3½ hours a day were sponsored by the merchants at a total billing of nearly $14,000. During the 10 weeks, 70 table radios and 10 appliances were given away.

The night of the party a free street dance was held after a late closing date by the cooperating stores, who featured special sales and window displays in connection with the celebration. Each of the participating merchants was given "KJAN Birthday Party Cards" with a place for their names and addresses. A total of 125,000 cards was picked up by customers and mailed to the station during the 10 weeks. Also given away the final night were an automatic washer, drier, console radio-phonograph and new car.

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Elliott A. Browning
Chief Engineer, WTAG

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PRINCESSES of WTOP-AM-TV Washington extend invitations to watch and listen to the professional Washington Redskin football games on those stations. Accepting the invitations, tendered at a Washington Advertising luncheon in honor of the Redskins, are (l to r) Kenneth Brown, president of the Adv. Club; George M. Glazier, manager, advertising and sales promotion, American Oil Co., sponsor of the games, and Joseph Katz, president of the Joseph Katz Co., Baltimore, agency for Amoco.

## CBS-TV SETS CHILDREN'S SHOW

CBS-TV will present in 1956 a new tv program for children, based on "Landmark Books," best-selling history series for youngsters, it was announced last week by Hubbell Robinson Jr., vice president in charge of network programs. The series will be produced in conjunction with Goodson-Todman Productions, New York. Goodson-Todman will produce the series by exclusive arrangement with Random House, publishers of the books. The production firm is making two pilot films of different stories, consisting of one half-hour and one hour-long film in color and in black-and-white.

## KBIF RAISIN PROMOTION

BOXES of Sunmaid raisins are being distributed to agencies and advertisers up and down the California coast by KBIF Fresno and its national representative, Robert Meeker Assoc. The boxes are being followed by illustrated color brochures, containing all information on market, station coverage, rates, programming, personnel and case histories. Printed tapes stripped on the raisin boxes carry the message "KBIF, Home of the Big Four Disc Jockeys—No. 1 station for 1 million Fresno area radio listeners."

## WNHC-TV OFFERS TELECOURSE

VIEWERS in the New Haven area who wish to work toward an elementary teaching certificate may do so by following a 19-week telecourse over WNHC-TV beginning tomorrow (Tues.) afternoon. Series is called *Science in Everyday Life* and is conducted under the auspices of New Haven State Teachers College by two of its professors: Elwood Heiss and Micheal Hannon. First of the series, "Our Ocean of Air" will be seen over ch. 8 at 3-3:30 p.m.

## WNEW AIRS ITS RATINGS

LISTENERS to top-rated shows of WNEW New York are provided with A. C. Nielsen rating information on those shows in a new on-the-air promotion being conducted by that station. Pointing to other media which promote themselves, John Grogan, WNEW program manager, feels that the ratings, stripped of complex figures, can be used as a strong listener-relations device to provide ". . . just the basic facts that they're riding a winner." A typical announcement, used on the early morning Klavan & Finch show, goes like this: "You're tuned to a winner when you're tuned to Klavan & Finch. According to A. C. Nielsen, one of the world's largest research organizations, there is more listening to Klavan & Finch over WNEW 6 to 9:30 Mon.-Fri. than to any other morning show in the New York area. Thanks to you . . . we rate with the raters!"

## WLW HIGHWAY BULLETINS

WLW Cincinnati has added a new feature to its highway and traffic condition show *Rollin' Along*. In co-operation with the Ohio, Indiana, Kentucky, and West Virginia state police, the station is broadcasting up-to-the-minute bulletins on highway accidents and law violations. WLW feels that the bulletins will serve as safety reminders to thousands of motorists.

## CALLING ALL PIPERS

CHUB Nanaimo, B. C., appealed to its listeners for young men who wished to learn the art of piping and evenutally become members of the Nanaimo district Pipe Band. Four announcements were aired and the band reported over 30 inquiries the first day.

## WTVJ (TV) CARRIES MIAMI-ND

WTVJ (TV) Miami will carry the Miami-Notre Dame football game Oct. 7 from the Orange Bowl. WTVJ received NCAA approval for the telecast because the game is a complete sellout. Harry Rich Floor Coverings will sponsor the game through Bishopric & Green, Miami.

## PUSHING MOTOROLA'S SETS

JOINT promotion has been worked out by B. F. Goodrich Co. and Motorola Inc., set manufacturer, to push latter's new 1956 radio-tv receiver line at the local level, according to David H. Kutner, Motorola advertising and sales promotion director. For three weeks some 600 Goodrich dealers and 1,400 retail outlets will sponsor the promotion in conjunction with nationwide newspaper campaign. Retailers have been furnished complete sales promotion kits and customers are being offered portable electric mixer (valued at $19.95) for $9.95.

## KABC-TV ENDS DANCE CONTEST

KABC-TV Hollywood has announced that its 14-month search for Southern California's champion teen-age bop dancing couple will come to a close on three shows Oct. 8, 11 and 13. Over 20,850 teenagers, their eyes on the $2,000 in cash prizes, participated in the contest.

### Economy

AMONG the many unusual inquiries received by a radio station, Si Willing, manager of KTLD Tallulah, La., reports that the latest request ranks near the top. A woman listener called the station to report that the battery in her portable radio was fading and she wanted to know if Mr. Willing would ask the announcer to speak a little louder.


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## CANADIAN TV VARIETY SHOW

ALL Canadian tv stations aired one of Canada's largest variety shows of the year Sept. 18 from the Maple Leaf Gardens, Toronto. In behalf of the national Red Feather Community Chest campaign, the one-hour program brought together some of the best Canadian tv entertainers. Raymond Massey, internationally-known actor who was born in Canada, was host.

## GE OPENS SALES COURSE

GENERAL ELECTRIC's radio and tv department has announced its second annual "do-it-yourself" selling contest, "Producing More Sales for 1956." Carrying a total of $14,000 in prizes, "Producing More Sales" is a correspondence sales training course open on a nationwide basis to anyone selling GE radio or tv equipment.

## Who Hurts Baseball?

### KORE Fills Ball Park

KORE Eugene, Ore., had a big idea which paid off in a big way.

According to Lee Bishop, president and general manager, the station bought all the tickets for a Eugene Northwest League baseball game with Salem. KORE then sold package deals to 27 advertisers for $50 which included spot announcements tieing in with the baseball game, 175 baseball tickets, banners, and listing in newspaper advertisements. Some merchants gave the game tickets away while others required that a purchase be made. KORE followed through with heavy on the air announcements.

"KORE's promotion resulted in an all-time attendance record of 7,325 for the Northwest League, and was so successful plans already have been made to make it an annual affair," stated Mr. Bishop.

### 'Booster Night'

KMTV (TV) Omaha helped the local Cardinals set a new attendance record at its "Booster Night" ball game. Official paid attendance for the game originated by KMTV to give fans a special chance to salue their AAA Cardinals, was 10,611, topping the old mark by 1,150.

Special guests included Buddy Blattner, CBS sportscaster on tv's Game of the Week; KMTV personality "The Hawk"; CBS star Captain Midnight, and the Hilltoppers, nationally famous recording stars.

### Determined Fan

REX HOWELL, president and general manager of non-interconnected KFXJ-TV Grand Junction, Colo., is determined that his viewers will see the 1955 World Series. So determined in fact that he has contracted with the Mountain State Telephone & Telegraph Co. for nine portable microwave installations in order to rebroadcast the Series from an off the air pickup.

KTVT (TV) Salt Lake City will be used for the pickup, which will be made at Kenilworth, Utah. Boosters along the 200-mile route have been placed in jeeps and in most cases will be powered by portable gasoline units.

Total cost of the one week project is estimated at $13,000, of which $8,500 was raised by public subscription, with the remainder to be covered by the station.



# Station Authorizations, Applications

## (As Compiled by B • T)

### September 15 through September 21

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.**

### FCC Commercial Station Authorizations
### As of Aug. 31, 1955 *

| | Am | Fm | Tv |
|---|---|---|---|
| Licensed (all on air) | 2,747 | 525 | 144 |
| Cps on air | 11 | 15 | 325 |
| Cps not on air | 115 | 16 | 111 |
| Total on air | 2,758 | 540 | 469 |
| Total authorized | 2,873 | 556 | 580 |
| Applications in hearing | 149 | 3 | 165 |
| New station requests | 215 | 6 | 24 |
| New station bids in hearing | 91 | 0 | 110 |
| Facilities change requests | 138 | 6 | 35 |
| Total applications pending | 766 | 138 | 242 |
| Licenses deleted in Aug. | 1 | 1 | 0 |
| Cps deleted in Aug. | 3 | 0 | 4 |

*** Does not include noncommercial educational fm and tv stations.**

**† Authorized to operate commercially, but station may not yet be on air.**

### Am and Fm Summary Through Sept. 7

| | On Air | Licensed | Cps | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,755 | 2,738 | 153 | 217 | 94 |
| Fm | 538 | 526 | 33 | 8 | 0 |

### Tv Summary Through Sept. 14
### Television Station Grants and Applications Since April 14, 1952

***Grants since July 11, 1952:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 291 | 312 | 603[1] |
| Noncom. Educational | 17 | 18 | 35[2] |

***Total Operating Stations in U. S.:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial on air | 327 | 103 | 430 |
| Noncom. Educ. on air | 13 | 4 | 17 |

***Applications filed since April 14, 1952:***

| | New | Amend. | Vhf | Uhf | Total |
|---|---|---|---|---|---|
| Commercial | 949 | 337 | 750 | 535 | 1,286[3] |
| Noncom. Educ. | 60 | | 32 | 28 | 60[4] |
| Total | 1,009 | 337 | 782 | 563 | 1,346[5] |

**[1] 154 Cps (30 vhf, 124 uhf) have been deleted.**
**[2] One educational uhf has been deleted.**
**[3] One applicant did not specify channel.**
**[4] Includes 35 already granted.**
**[5] Includes 645 already granted.**

# FCC ANNOUNCEMENTS

## New Tv Stations . . .

### ACTIONS

**Orlando, Fla.—Orange County Bcstrs. Inc. (WABR)**, granted uhf ch. 18 (668-674 mc); ERP 20 kw visual, 11.2 kw aural; antenna height above average terrain 220 ft., above ground 250 ft. Estimated construction cost $88,736, first year operating cost $60,000, revenue $96,000. Post office address Box 7547, Orlando. Studio and transmitter location 222 Hazard St., Near Orlando. Geographic coordinates 28° 35′ 15″ N. Lat., 81° 32′ 53″ W. Long. Transmitter Continental, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Haley, Atlanta, Ga. Principals include Pres. **R. H. Gunkel Jr.** (40%), owner of **WBOP Pensacola, Fla.**; Vice Pres. **James H. Sawyer** (20%), and Sec.-Treas. **Carmen Macri** (40%), pres.-stockholder **WOBS Jacksonville, Fla.** Construction not to commence until application to modify **WABR** antenna is filed and granted. Action Sept. 21.

**Hayes Center, Neb.**—Bi-States Co., granted vhf ch. 6 (82-88 mc); ERP 28.2 kw visual, 14.5 kw aural; antenna height above average terrain 710 ft., above ground 583 ft. Estimated construction cost $188,166, first year operating cost $24,000, revenue $54,000. Post office address 414 East Ave., Holdrege, Neb. Studio and trans. location Hayes Center. Geographic coordinates 40° 37′ 29″ N. Lat., 101° 01′ 58″ W. Long. Trans. and antenna GE. Legal counsel Fisher, Wayland, Duvall and Southmayd, Washington. Consulting engineer Edward F. Lorentz. Station will be satellite of **KHOL-TV Kearney**, owned by Bi-States. Action Sept. 21.

### APPLICATIONS

**Presque Isle, Me.—Aroostook Bcstg. Corp.**, vhf ch. 8 (180-186 mc); ERP 11.8 kw visual, 7.6 kw aural; antenna height above average terrain 354 ft., above ground 292 ft. Estimated construction cost $178,256, first year operating cost $188,000, first year revenue $210,000. Post office address 489 Main St. Studio location U. S. No. 1 & Maysville Rd. Trans. location 489 Main St. Geographic coordinates 46°, 43′, 44″ N. Lat., 60°, 00′, 07″ W. Long. Trans. and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include sec.-treas. **Harold D. Glidden** (49.4%), gen. mgr. **WAGM Presque Isle** and **WABM Houlton, Me.**; pres. **H. E. Humphrey** (23.7%), potato marketing, and **Francis J. Reardon** (23.7%), potato wholesaler, plus 18 other stockholders. Applicant owns **WAGM** and **WABM.** Filed Sept. 19.

**Boston, Mass.—Herbert Mayer d/b as Ajax En-**

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THE LARGEST* NIGHTLY AUDIENCE OF ANY INDEPENDENT STATION IN THE NATION

terprises, uhf ch. 38 (614-620 mc); ERP 263 kw visual, 140 kw aural; antenna height above average terrain 459 ft., above ground 319 ft. Estimated construction cost $404,100, first year operating cost $500,000, first year revenue $200.000. Post office address Richard G. Freeman, P. O. Box 376, Greenwich, Conn. Studio location Boston (site not determined). Trans. location Dexter Rd., Melrose, Mass. Geographic coordinates 42°, 26', 38" N. Lat., 71°, 02', 30" W. Long. Trans. and antenna RCA. Legal counsel Martin W. Kramer, N. Y. Consulting engineer Adler Communications Labs, New Rochelle, N. Y. Mr. Mayer is former owner of **KPTV (TV) Portland, Ore.; WXEL (TV) Cleveland,** and **KCTY (TV) Kansas City.** Filed Sept. 16.

**Laurel, Miss.—Laurel Television Co.,** vhf ch. 7 (174-180 mc); ERP 100.4 kw visual, 50.2 kw aural; antenna height above average terrain 472 ft., above ground 473 ft. Estimated construction cost $192,000, first year operating cost $90,000, first year revenue $110,000. Post office address S. A. Rosenbaum, Rosenbaum Bldg., Meridian. Studio and trans. location 3.4 mi. SSE of Laurel off Highway 15. Geographic coordinates 31°, 37', 30" N. Lat., 89°, 06', 53" W. Long. Trans. Standard Electronics, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Gautney & Jones, Washington. Principals include businessmen **S. A. Rosenbaum** (25%), **William S. Smylie** (25%) (mayor of Meridian), **Jack Rose** (16.67%), **D. B. Marcus** (16.67%) and **T. M. Gibbons** (16.67%), publisher of Laurel daily *Leader-Call.* Mr. Rosenbaum is 11.5% owner of **WTOK-TV Meridian;** Messrs. Marcus and Gibbons each own 11.8% of **WAML Laurel.** Application supersedes previous one filed by Messrs. Rosenbaum and Smylie. Filed Sept. 16.

**Billings, Mont.—Midland Empire Bcstg. Co.,** vhf ch. 8 (180-186 mc); ERP 96.8 kw visual, 52.7 kw aural; antenna height above average terrain 574 ft., above ground 330 ft. Estimated construction cost $316,224, first year operating cost $320,860, first year revenue $323,460. Post office address 5th Ave. & North Broadway, Billings. Studio location 5th Ave. & North Broadway. Trans. location 2.7 mi. from center of Billings. Geographic coordinates 45°, 45', 40.5" N. Lat., 108°, 27', 17" W. Long. Trans. and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant owns **KGHL Billings.** Filed Sept. 8.

**Juneau, Alaska—Alaska Bcstg. System,** vhf ch. 8 (180-186 mc); ERP 261 w visual, 131 w aural; antenna height above average terrain 960 ft., above ground 263.5 feet. Estimated construction cost $50,750, first year operating cost $45,000, first year revenue $50,000. Post office address P. O. Box 1040, Anchorage. Studio and trans. location A. J. Rock Dump, Juneau. Geographic coordinates 58°, 17', 21.8" N. Lat., 134°, 23', 38.3" W. Long. Trans. and antenna Adler Communications Labs. Legal counsel Philip M. Baker, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Applicant is owned by William J. Wagner who also owns **KINY Juneau, KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KTKN Ketchikan** and **KIFW Sitka,** all Alaska. He has interests in **KTVA (TV) Anchorage** and **KTVF (TV) Fairbanks.** Filed Sept. 9.

## Existing Tv Stations . . .

### ACTIONS

**WAKR-TV Akron, Ohio**—Granted mod. of cp to change ERP to 110 kw visual, 58.9 kw aural. Ant. height above average terrain 370 ft. Action Sept. 14.

**WGY-WGFM (FM) Schenectady, N. Y.**—Granted mod. of license to change studio location from 1 River Rd., Schenectady, to 1400 Balltown Rd., Nishkayuna, N. Y. Action Sept. 14.

**WMFD-TV Wilmington, N. C.**—Granted mod. of cp to change ERP to 27.2 kw visual, 16.3 kw aural and change type of antenna; antenna 343 ft. Action Sept. 15.

**KEPR-TV Pasco, Wash.**—Ch. 19 station granted waiver of Sec. 3.613 (b) of Rules and mod. of cp to establish a main studio in Kennewick, about 10 mi. SW of Pasco. Action Sept. 21.

### CALL LETTERS CHANGED

**Marquette, Mich. — WAGE-TV** changed to **WDMJ-TV** (ch. 6).

**Portland, Ore.—KTLV (TV)** assigned to North Pacific Television Inc. (ch. 8).

## New Am Stations . . .

### APPLICATIONS

**Arcata, Calif.—Vernon Wallace Emerson,** 1340 kc, 250 w unlimited. Post office address 225 Shirley Blvd., Arcata. Estimated construction cost $35,446.40, first year operating cost $51,600, first year revenue $54,000. Mr. Emerson is businessman and formerly was with **KHUM Eureka, Calif.,** and **KUJ Walla Walla, Wash.** Filed Sept. 19.

**Fresno, Calif.—B. L. Golden,** 980 kc, 500 w day. Post office address 1838 Tyler Ave. Estimated construction cost $12,930, first year operating cost $25,000, first year revenue $36,000. Mr. Golden is disc jockey of **KGST Fresno.** Filed Sept. 12.

**Fort Walton Beach, Fla.—Edward C. Allmon d/b as Fort Walton Bcstg. Co.,** 1340 kc, 250 w unlimited. Post office address General Delivery, Eglin AFB, Fla. Estimated construction cost $8,900, first year operating cost $16,000, first year revenue $24,000. Mr. Allmon owns **WBGC Chipley, Fla.,** and is physicist and electronic engineer at Eglin AFB. Filed Sept. 16.

**Pocatello, Idaho—J. Donald Bayton,** 1050 kc, 1 kw day. Post office address P.O. Box 356, Pullman, Wash. Estimated construction cost $16,073.80, first year operating cost $32,380, first year revenue $36,000. Mr. Bayton is 50% owner and manager of **KOFE Pullman.** Filed Sept. 10.

**Aberdeen, Md.—John L. Allen d/b as Hartford County Bcstg. Co.,** 1600 kc, 500 w day. Post office address Box 485, Aberdeen. Estimated construction cost $29,301.16, first year operating cost $43,800, first year revenue $58,000. Mr. Allen is in automobile sales and service. Filed Sept. 13.

**Inkster, Mich.—Bell Bcstg. Co.,** 1440 kc, 500 w day. Post office address 9521 Joseph Campeau Ave., Detroit. Estimated construction cost $18,150, first year operating cost $72,000, first year revenue $96,000. Dr. Haley Bell (dentist) is sole owner. Filed Sept. 9.

**Falls City, Neb.—Maryville Radio & Television Corp.,** 1580 kc, 250 w day. Post office address 119 North Main, Maryville, Mo. Estimated construction cost $14,275, first year operating cost $24,800, revenue $36,000. Principals are professional businessmen and include pres. **Robert W. Wilson** (16%), vice pres. **Garvin R. Williams** (17%), **Keith Ackley** (14%), **Henry C. Bauman** (13%), **Dale J. Blackwell** (9%), **C. T. Baldwin** (9%), **Harry Price** (6%) and **J. David White** (4%). Applicant owns **KNIM Maryville, Mo.** Filed Sept. 12.

**Buffalo, Wyo.—Northern Wyoming Bcstg. Corp.,** 1450 kc, 250 w unlimited. Post office address P.O. Box 622, First National Bank Bldg., Sheridan, Wyo. Estimated construction cost $12,554.66, first year operating cost $24,981, first year revenue $35,000. Principals include pres. **Donald J. Grimes** (15%), railroad wire chief; sec.-treas. **Catherine M. Grimes** (15%), housewife; vice pres. **Lee R. Johnson** (15%) and **Mary Louise Johnson** (15%), partners in Johnson Novelty Co., and **Vernon S. Maxwell** (40%), cafe & bar owner. Filed Sept. 13.

## Existing Am Stations . . .

### APPLICATIONS

**KUBC Montrose, Colo.**—Seeks cp to increase power from 500 w night and 1 kw day to 1 kw night and 5 kw day; make change in nighttime directional antenna system. Filed Sept. 9.

**WLPO LaSalle, Ill.**—Seeks cp to increase power from 250 w to 1 kw and install directional antenna. Filed Sept. 14.

**KNIM Maryville, Mo.**—Seeks cp to change frequency from 1580 kc to 1230 kc and change from 250 w day to 100 w unlimited. Filed Sept. 12.

**KOOS Coos Bay, Ore.**—Seeks cp to change frequency from 1230 kc to 1260 kc; increase power from 250 w to 1 kw; install directional antenna, and change trans. location to C St., Eastside, Ore. Filed Sept. 14.

**KTBB Tyler, Tex.**—Seeks cp to increase daytime power from 500 w to 1 kw employing directional antenna at night only. Filed Sept. 12.

### CALL LETTERS CHANGED

**Sonora, Calif.—KROG** changed to **KDAY** effective June 1, 1956, in lieu of previous effective date of Sept. 1, 1955.

**Atlanta, Ga.—WBGE** changed to **WAKE** effective Dec. 1, 1955.

**Kalispell, Mont.—KYNG** assigned to D. Gene Williams & Delbert Bertholf.

**Wilmington, N. C.—WLTN** assigned to Port Bcstg. Co.

**Memphis, Tenn.—WSLC** changed to **WHER.**

**Rusk, Tex.—KTLU** assigned to E. H. Whitehead.

**Lynchburg, Va.—WAMH** assigned to Harry A. Epperson Sr.

**Salem, Va.—WDJC** changed to **WBLU.**

**Welch, W. Va.—WMCD** assigned to Williamson Bcstg. Corp.

## New Fm Stations . . .

### APPLICATION

**Mammoth Spring, Ark.—Robert F. Neathery & Robert F. Neathery Jr. d/b as Radio Station KALM (Thayer, Mo.),** 103.9 mc, 348 w unlimited. Post office address Robert F. Neathery, **KWPM West Plains, Mo.** Estimated construction cost none (all equipment on hand), first year operating cost $10,800, first year revenue $12,000. Mr. Neathery owns **KALM** and **KWPM.** Filed Sept. 13.

### CALL LETTERS CHANGED

**Atlanta, Ga.—WBGE-FM** changed to **WAKE-FM** effective Dec. 1, 1955.

**Portageville, Mo. — KRIM (FM)** assigned to American Christian Bcstg. Co.

**Syracuse, N. Y.—WDDS-FM** assigned to Functional Bcstg. Inc.

## Ownership Changes . . .

### ACTIONS

**KONG Visalia, Calif.**—Granted assignment of license to Amelia Schuler, Lester E. Chennault and Bert Williams d/b as The Voice of Fresno. Agreement is for five years at rental of $5,000 per year with option at end of that time to buy physical assets of station for $10,000. Applicant owns **KYNO Fresno, Calif.** Action Sept. 21.

**KHUB Watsonville, Calif.**—Granted assignment of license to William W. Morgan and Dorothy C. Morgan for $55,000. Mr. and Mrs. Morgan hold no broadcast interests. Action Sept. 21.

**WTTG (TV) Washington, D. C.**—Granted assignment of license from Allen B. DuMont Labs to wholly owned subsidiary DuMont Bcstg. Corp. No change in control. Action Sept. 14.

**WWPG-AM-FM Palm Beach, Fla.—Palm Beach Bcstg. Corp.** granted voluntary assignment of license to Palm Beach Radio Inc. No consideration involved. Palm Beach Radio is sole owner of stations. Action Sept. 16.

**WRCD Dalton, Ga.—Edwin B. Jordan** granted acquisition of 50% ownership of station through purchase for $8,500 of 25% interest held by Kenneth Flynt. Mr. Jordan presently owns 25%. Action Sept. 21.

**WLFA LaFayette, Ga.**—Granted assignment of license to Radio Dixie Inc., a corporation whose principals are same as those of licensee except for addition of Charles W. Gwyn. Mr. Gwyn is to pay $10,800 for 40% interest. He is **WLFA** station manager. Action Sept. 21.

**KFAD Fairfield, Iowa**—Granted reinstatement of Jan. 5 grant of assignment of license to **KCOG Centerville, Iowa;** consideration $21,500. Action Sept. 21.

**WDMJ Marquette, Mich.**—Mining Journal Co. (Marquette (Mich.) Mining Journal), parent company of **WDMJ**'s licensee, Lake Superior Bcstg. Co., granted transfer of control of Mining Journal Co. to Frank Russell Jr., who presently owns 220 of 750 outstanding shares in firm. Mr. Russell is buying 220 shares from Walter Hornstein for $200,000. Corporation is buying 98 outstanding shares from Leo G. Brott for $55,000 and is acquiring 210 shares held by three trusts for $94,500. When transaction is completed Mr. Russell will own 440 shares of 442 outstanding. Action Sept. 21.

**WOND Pleasantville, N. J.**—Granted assignment of license to South Jersey Radio Inc. Principals remain same with same percentage of owner-

*(Continued on page 122)*


**Two Southern Independents**

***$50,000.00–$95,000.00***

**Single station markets in highly industrialized section middle south. High earnings. Good fixed assets. Will sell singly or as package. Owner retiring. $50,000.00 down will handle both with attractive terms.**

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**This single station market presents an ideal opportunity for todays manager to become an owner of a profitable station, with a minimum of cash. A down payment of $10,000.00 would handle this property to a qualified manager.**

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## RADIO

### Help Wanted

*Managerial*

**Salesman—assistant** manager for kilowatt daytime independent in southern city of 8,000, single station market. Must have thorough background in programming and sales. Good salary-commission. Box 862C, B•T.

*Salesmen*

**Medium market,** western Pa., experienced salesman to replace man leaving for health reasons. $100 weekly draw, liberal commission. Resume, photo to Box 796C B•T.

**Prominent** 1 kw station in Pacific Northwest needs strong salesman who can sell in competitive market. Leading station with network affiliation. The more rounded radio experienced the better. Immediate need is aggressive salesmanship but future holds prospects for advance. Reply fully with photo in care of Box 803C, B•T.

**Leading rated** resultful independent station large midwestern market will hire two salesmen with proven potential to make $10,000 per year. Write Box 817C, B•T. Enclose snapshot, education and sales record. Fringe benefits, but no fringe operators wanted. Box 817C, B•T.

**Salesman-assistant** manager for kilowatt daytime independent in southern city of 8,000, single station market. Must have thorough background in programming and sales. Good salary-commission. Box 862C, B•T.

**Need experienced,** steady radio salesman. Permanent job, southeastern network station in competitive tv market. Excellent opportunity for right man. No floaters. Give full details, minimum salary, and snapshot. Box 908C, B•T.

**Wanted: Experienced** radio salesman in southwestern community. Progressive operation. Above average pay. Permanent connection with good future for right man. Contact Dave Button, KSVP, Box 38, Artesia, N. M.

**Capable radio** time salesman—to replace man stepping into managerial capacity. Established list of quality accounts. 1955 automobile furnished. Station is key for regional network, with new stations coming up. WTVB, Coldwater, Michigan.

*Announcers*

**Wanted:** Good announcer, strong on commercials and news by good 1kw South Carolina station. Permanent job. Salary $75 weekly to start for 45 hours. Send photo, references, resume and tape which will be returned. Box 644C, B•T.

**Wanted: Announcer** for small market network station. Pay above average for above average announcer. Want man who can do morning show with cheerful, breezy style. No hillbilly. Send tape and letter telling entire background. References will be checked. Box 748C, B•T.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Good announcer-salesman.** Permanent position southwest, good wages. Airmail full details, tape. Box 787C, B•T.

**Minnesota regional** needs announcer with first class license. Good salary. Box 788C, B•T.

**Needed:** 1 am and 1 tv announcer for expanding combined operation, vhf in southeast. Send background, references, photo and tape. All tapes returned. Box 863C, B•T.

**Southeastern** independent desires strong afternoon DJ with mature approach, personality and ability to sell on air. Fine opportunity for right man. Send full resume to Box 873C, B•T.

**Opening October** 1st for good announcer-jockey Indiana CBS 250 watts. Experienced. Give us full details as to past-present employment, salary expected. Tape later. Box 876C, B•T.

**One announcer,** a number one morning man, money object; send tape to back up your salary. Also a salesman with plenty of experience. Draw and commission, guaranteed accounts to make up draw; potential of $750.00 to $1000.00 per month for right man. Box 885C, B•T.

**Two announcers:** Sports, staff. Staff $65 to $85. Send audition breakfast-time show with humorous patter, commercials, news, photo, resume, references. Sports announcer $90 to $100 weekly. Send items listed above plus play-by-play audition. North Carolina. 5000 watts. Box 893C, B•T.

**Announcer with** 1st phone for southwestern network station. Some copywriting required. 44 hours, $76.00. Send resume, tape. Box 902C, B•T.

**Immediate opening** combination announcer-engineer. Contact KAGH, Crossett, Arkansas.

**Topeka's** voice of music, KJAY want top announcer-DJ with 1st class ticket immediately. Must be good on news and commercials. Rush letter, photo and tape to Bob Rohrs, KJAY, Topeka, Kansas.

**Announcer** with first class license, experienced. Send history, tape and references by air to KMVI, Wailuku, Maui, Hawaii.

**Announcer-salesman,** three hundred dollars base, plus ten percent sales commission. Keep all talent, bonus and benefits. Phone or air mail photo and disc. KPRK, Livingston, Montana.

**Experienced combination** staff and newsman wanted, leading to news editor. Immediate opening. Send tape and details to John W. Powell, KWBW, Hutchinson, Kansas.

**Wanted:** Experienced announcer for 5000 watter. Must be good DJ and strong on commercials. 40 hours week. Good pay and working conditions. No floaters. WBUY, Lexington, N. C.

## RADIO

### Help Wanted—(Cont'd)

**Immediate opening:** announcer-1st class engineer. Capable of chief engineer duties for remote control station in new studio and transmitter locations. Send all information first mailing to Charles C. Smith, WDEC, Americus, Georgia.

**WFBF in Fernandina Beach,** Florida on the air about September 25, will pay good for permanent announcer and 1st class engineer, emphasis on announcing. Contact Marshall Rowland, Phone 4103, or Box 502.

**Immediate** opening experienced announcer, independent operation, mostly pop. Send tape and references, WIFM, Elkin, North Carolina.

**Sportscaster,** staff announcer, football, basketball. Mature voice . . . $80.00 to start $95.00 . . . after one year . . . Send photo, details and audition tape. WMFG, Hibbing, Minnesota.

**Experienced announcer,** capable of doing staff—news and DJ on WNXT, the "Go and Get 'em" 5 kw in Portsmouth, Ohio. Tape, photo and resume rush.

**To $104 per week** to air salesman at independent. Popular music field. Over 25 years old. Two years college. Durham, N. C., WSSB, Box 1168.

**New station:** Applications being accepted for announcing positions in small station in Montana. Announcing, copywriting experience preferred. Write Box 31, Sidney, Montana.

*Technical*

**Need good** combination engineer-announcer. Must have first class ticket and do a fairly good job of announcing. Maintenance required. Send tape, photo and resume which will be returned. S. C. daytimer. Box 645C, B•T.

**Engineer-announcer.** 1st phone — good voice. Kilowatt daytimer—mid-south. All new equipment—excellent working conditions. Immediate. Write-wire. Box 733C, B•T.

**Combination** man immediately. First phone. Maryland station. $75 per week. Box 867C, B•T.

**Chief engineer** for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent maintenance man and good general worker. Good starting pay with regular increases. Write Box 910C, B•T.

**Need competent** engineer with good air voice for combo. 28 hours air, balance maintenance. $80 week in Parsons worth $100 in larger markets. Send tape, resume to KLKC, Parson, Kansas.

**Experienced first** phone man who can announce needed by west Texas kilowatt daytimer for chief engineer. Engineering ability primary requisite. Send full details to Mike Barrett, KTFY, Brownfield, Texas.

**Three station** group wants first class engineer-announcer-salesman. Good deal for right man. Contact KWRT, Boonville, Missouri.

**Chief engineer** - announcer — new beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

**Wanted:** Combo-chief engineer for one kw am station. Very little announcing. Some evening work, good pay, wonderful working conditions. No floaters. Contact WCEN, Mt. Pleasant, Michigan.

**Engineer-announcer.** 1st phone—good voice. Kilowatt daytimer. All new equipment. Excellent working conditions. Immediate. Call Bill Duke, WKDL, Main 4-4908, Clarksdale, Miss.

**WOHO, Toledo,** Ohio, needs 1st class engineer immediately. Straight 40 hours engineering. No announcing. New equipment. Salary $80 to $104 per 40 hours. Car needed. No drifters. Send complete resume and photo. Vacancy now open.

*Programming-Production, Others*

**Minnesota** regional station needs new director. Good salary. Must be good announcer and able to type, Box 789C, B•T.

**Promotion - publicity** - merchandising man or woman, experienced. Outstanding independent station. Box 816C, B•T.

**Experienced** copywriter who can completely handle the department in best midwestern market. Only thoroughly experienced need apply. Salary according to ability. Box 858C, B•T.

**Girl Friday** . . . copy and air work . . . Must be versatile . . . 5000 watt southern independent. Box 866C, B•T.

**Ideal opportunity** for girl as continuity writer with progressive radio and tv organization. Above average pay. Good working and living conditions. Box 921C, B•T.

**Wanted: Production** or program man from the west. Write KIFI, Idaho Falls, Idaho.

## TOP FLIGHT EXPERIENCED TV FILM SALESMEN WANTED

**Leading established distributor now expanding sales operation has 3 excellent opportunities for outstanding top sales representatives. Only experienced men with fine records will be considered. This is real opportunity. Good salary, expenses & bonus arrangement. State full details in reply, which will be treated in strict confidence. Our staff knows of this ad.**

**Box 861C, B•T.**

# RADIO

## Situations Wanted—(Cont'd)

*Managerial*

**Well known** broadcaster, wishes to relocate with progressive operation. Top sales, low operating costs, thorough knowledge of industry—agency — buying — construction (radio - television), etc. Record speaks for itself. Confidential. Box 777C, B•T.

**General manager** with exceptionally strong sales and programming record available. Thorough knowledge all phases radio - television. Box 778C, B•T.

**Experienced radio** manager and sales manager wishes to relocate in west, southwest or southeast due to children's health. Background includes all phases of management and sales in a major market regional station with billings exceeding $500,000. Work resume available showing sales increases and growth enjoyed by operation during my present employment. Well versed in presentation preparation, sales organization and use of RAB materials. Both large supermarket chain and department store successes. As director and treasurer, well acquainted with all managerial problems. Willing to invest money or work on an incentive basis. Best of references. Age 39, three children. College graduate. Box 916C, B•T.

**To put your station** on a money-making basis, contact Edd Harris, 61 Church St., Ware, Mass. Phone Ware 431-M.

*Salesmen*

**Announcer - salesman** - sports. Wants south or southeast. Experienced. $85. Box 917C, B•T.

*Announcers*

**Country DJ-musician.** Well experienced. Employed staff. Third. Tv. Want change. Box 752C, B•T.

**Tyro wants** job in north. Box 766C, B•T.

**Versatile disc;** news; commercial. College graduate; single, vet, experienced, ideas; references, tape on request. Box 771C, B•T.

**Announcer**—8 years experience, 4 at leading CBS station in area. New management necessitates change. Married, 29, sober, mature. Top references. Tape on request. Box 858C, B•T.

Versatile announcer. Mature, dependable. Good on news, all type of music. Ready for competition. 2½ years experience. Employed. Box 859C, B•T.

**Staff announcer.** Top Pathfinder graduate. Classical music my specialty . . . popular. Experienced all type programs. One year experience. College. 3rd phone. 33 single. Tape upon request. Employed. Desire permanent position. Box 860C, B•T.

**Married—veteran.** Staff reduction makes me victim of circumstances. Presently employer announcer. Seeking kw or larger market. Perferably east but not essential. Thirty months commercial experience, strong on commercials, news. Deejay—pop, western classics. Ability to sell, ambition to learn. Try me! Available after October 1. Box 868C, B•T.

**Money isn't everything!** Have degree, experience and comfortable salary but now want permanency. Married, early thirties, eight years radio including network shows, news, sports, program director and some sales. 3½ years tv. Desire announcer's job or executive position small station. Top character references. You look me over and I'll do same. Box 870C, B•T.

**Experienced announcer,** early morning, qualified program director. 30, family, nine years radio. Seeking permanent position larger eastern market. Box 871C, B•T.

**Announcer** with four years radio experience presently employed desires better opportunity with west coast radio or tv station. Newscasting and programming. first class ticket. Vet, single, 32. Box 878C, B•T.

**Announcer**—5 years radio and tv—best references father of 3. Caught in staff reduction in Nebraska. Available right now. Box 882C, B•T.

**Talented**—top pop, country DJ, strong news, staff announcer, 3rd ticket, Capital Record artist, 10 years announcing, tv artist (strong kid shows), best references, photo, resume. Box 889C, B•T.

**Strong news**—excellent commercial—will sell—sports interest—will travel anywhere—even outside country—small station preferred—deep voice. Box 895C, B•T.

**Attention: 250-500** watters. Not much experience but man you're looking for. Good news, smooth DJ, much potential. 23, vet, travel. Box 896C, B•T.

**Forget about money,** hours not important, I want a job. Know all phases of broadcasting. Commercials, news, DJ and sports. Do you have room for a man who wants to work? Box 898C, B•T.

# RADIO

## Situations Wanted—(Cont'd)

**Attention** northeast—employed personality-DJ—staff 3 years experience. Mature voice. Tape, resume. Box 899C, B•T.

**Experienced negro** DJ announcer, young, seeking opportunity at station with substantial negro appeal. Third phone, references, tape on request. Free to travel. Box 900C, B•T.

**Presently network** 50,000 watts, but at income ceiling, and wife expecting. Professional, 31, college graduate. Six years am, including network shots, two years on-camera tv. Staff, personality, commercial. Will negotiate pleasantly with all northeastern am or tv. Your investment will be respected and results will please you. Box 901C, B•T.

**Young radio announcer** (18), 3 months DJ, control board experience, want to learn news. Midwestern graduate. Good worker. Desire midwest-Great Lakes area. Box 909C, B•T.

**Announcer,** DJ, strong news background. Go anywhere. Tape, resume. Available immediately, opportunity above salary. Box 912C, B•T.

**Announced,** staff man, good on commercials, country and western DJ show, vet, 24, travel, reliable, wishes job with small station. Box 913C, B•T.

**Announcer,** strong news, commercials. Good DJ, 25, vet, will travel. Box 914C, B•T.

**Wanted!** Local or regional station in any location that needs staff man—DJ. Reward! Qualified announcer-DJ; knowledge hillbilly, pop music. Strong news; friendly commercials that sell! Light experience. Pleasant tenor voice. Mature, single, willing worker. $55-60. Get tape, photo, resume now. Jack Collins, 16 Madison Avenue, Yonkers, New York. YO 3-1021.

**Announcer:** One year's experience, will travel. Picture and audition on request. Available immediately. Lee Krueger, 126 Hassan, Hutchinson, Minnesota.

**Staff announcer,** small stations only. Heavy commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

**Staff—sports** play-by-play. Five years experience—tape or personal interview on request. Contact Mike Wynn, 201 West 77th Street, New York City.

**No experience** but a lot of guts. Radio school graduate, 26, male, vet, married, conscientious. Desires announcing and DJ work. Relocate anywhere. Tape, resume, photo on request. Occupant P. O. Box 104, North Chicago, Illinois.

*Technical*

**Radio-television,** ten years. Staff-chief. Northeast-midwest. $75. Box 877C, B•T.

**Engineer,** first class license. Technical school graduate. Am experience. Would like work in New England or New York area. Box 883C, B•T.

**First phone combo.** Six months experience 1 kw net. Family man. Desires return to native southern California. Presently employed. Tape and photo. Box 887C, B•T.

**Young man** with 1st class ticket. Can also handle traffic and limited announcing. Presently employed 5kw in midwest. Best reference. Will consider anywhere but eastern sectors. Minimum salary $65.00. Write Box 892C, B•T.

**First-class ticket,** controlroom, transmitter experience, write P. O. Box 166, LaPorte, Texas.

**Engineer experienced,** first phone, no announcing. Available now. Richard Roeder, 504 Benner Street, Highland Park, New Jersey.

**First phone** engineer, 1 year am experience. Age 29, married. Midwest or northwest preferred. Little or no announcing. F. Jones, 255 Toneff Drive, Waterloo, Iowa.

*Programming-Production, Others*

**Program director.** Excellent background in all phases of radio. Top news and sports delivery. Good references. Six years experience. Box 872C, B•T.

**Six years** experience: Married, 25, draft-exempt. Top newsman, program director, announcer. References, tape. Permanent. Box 886C, B•T.

**Continuity writer,** experienced, happily married, sober. Trained in programming, production, directing. AB degree. Box 911C, B•T.

**Newsman-announcer** wanting home, family, solid future offers northeastern station local news coverage and personality record program for $80 weekly. Six years radio-tv. Married, veteran, 25. Bill Henry, 38 Franklin Street, Cedar Grove, N. J. VErona 8-3707.

# TELEVISION

## Help Wanted

*Salesman*

**Want permanent** television salesman experienced in radio or television. Prefer steady family man capable of advancing to Assistant Sales Manager, and who would appreciate good working and living conditions in rapidly growing southwestern market. Send details, including snapshot and minimum salary. Box 907C, B•T.

**Salesmen or announcer** who would like to enter sales. If you have year or two experience in radio or television and would like a larger station you may be interested in joining our staff. Expanding uhf station in solid market plus 5000 watt CBS radio affiliate. Permanent position for young man wanting chance to advance. Hospitalization, free life insurance, company paid pension plan. Write Personnel Dept., WSBT-TV, South Bend 26, Indiana.

*Announcers*

**Account expanding** operations in southwestern station needs good staff announcer. Prefer steady married man. Submit full details, snapshot and tape. Box 905C, B•T.

**Broadcast announcer,** young, personable for established NBC-TV station. Television experience not necessary, must have radio background. Address reply direct to J. W. Kelin, Jr., WTVO, Post Office Box 470, Rockford, Illinois.

*Technical*

**Television maintenance** and operating engineer for southeastern station. Want steady permanent man, preferably married. Reply including minimum salary desired. Box 903C, B•T.

**Southwestern** station needs television engineer with good educational background and capable of advancing to supervisory responsibility. Excellent living conditions for permanent married man. Box 904C, B•T.

*Programming-Production, Others*

**Program director**—midwest network vhf wants creative PD qualified to supervise and produce first-class local live programming—ability to work with people and handle administrative work of program department. Send resume, education and experience, references, photo, salary desired. Box 797C, B•T.


**IDEAL OPENINGS for EXPERIENCED TV CAMERMAN ENGINEER PRODUCER**

**These positions are open at WXEX, which serves the Richmond-Petersburg area. WXEX is a basic NBC affiliate and operates on 316,000 watts from a 1049 foot tower. Qualified applicants only. Pay commensurate with ability.**

Write or Call

**TELEVISION STATION WXEX**
**PETERSBURG, VIRGINIA**
**REgent 3-7876**

## TELEVISION

### Help Wanted—(Cont'd)

*Programming-Production, Others*

**Photographer**—dark room position available with VHF television station in Virginia. Send complete resume, including photo and salary expected. Box 805C, B•T.

**Experienced tv** continuity writer, male or female for VHF station in southwestern market. Box 828C, B•T.

**Copywriter,** man or girl with radio or tv experience. Iowa vhf offers many extras. Box 888C, B•T.

**Production director** wanted. Prefer someone experienced in small or medium market in midwest or southwest. Good living conditions. Send full details, including salary, snapshot. Box 906C, B•T.

**Television director** for medium market NBC-TV affiliate. Must be trained in all phases of television, production. Write J. W. Kelin, Jr., WTVO-TV, P. O. Box 470, Rockford, Illinois.

**Continuity writer** for television. Tv experience not necessary, must have radio background. Position available immediately. Write J. W. Kelin, Jr., WTVO-TV, P. O. Box 470, Rockford, Illinois.

### Situations Wanted

*Managerial*

**General manager** with exceptionally strong sales and programming record available. Thorough knowledge all phases radio-television. Box 778C, B•T.

**Sales manager**—experienced in major market tv operation and as national "rep." Thorough knowledge station promotion and merchandising, as well as commercial programming. College graduate with degree in law. Would welcome the challenge of setting up complete sales operation new vhf station. Box 809C, B•T.

## TELEVISION

### Situations Wanted—(Cont'd)

**Tv engineer** desires supervisory position. Five years experience: Studio, transmitter, maintenance and construction. References. Box 864C, B•T.

**Studio technician,** top-notch cameraman. Can offer tv training, versatility, first class license, plus two years experience including production and control work. Box 869C, B•T.

**TV Workshop** graduate, completed NYU TV courses, summer experience, desires responsible studio technical position. Single, 24, willing to relocate. Resume on request. Box 879C, B•T.

**Tv engineer.** New York City experience, studio and remote operations and maintenance, 1st phone, RCA graduate, single, desire south or west, available October First. Box 880C, B•T.

**Seeking career** technical side of television, need start. First phone, other FCC licenses. Experienced radio communications operation, maintenance, installation. Photographic, electronic, mechanical know-how. Nineteen months tv production, technical schools. 27, single. Have you an opening? Box 884C, B•T.

*Programming-Production, Others*

**Producer-director.** Experienced all phases of television studio work. Music and educational show speciality. Prefer east or east central states. Excellent references. Family man. Box 857C, B•T.

**Programming** — announcer - director, broadcast operations — 27, M.S. in television, 3 years experience radio-tv (knowledge camera, switching). Box 894C, B•T.

**Cameraman, married,** 2 years experience. All studio operations. Seeking production opportunity. References. Box 897C, B•T.

**Copy-tv** producer-director, network experience, N. Y. Radio and ad agency background. Box 915C, B•T.

## FOR SALE

*Stations*

**For sale:** Uhf station with network affiliation in wealthy market. Fast approaching black. Ninety-five percent saturation. Right parties can buy with small down payment. Capable manager is available. Box 875C, B•T.

**Carolinas local.** Single station market. Rounded ou economy. New equipment. Profitable. $47,500. Down $15,000. Box 891C, B•T.

**Florida small** market unit operation $65,000; Alabama daytimer $36,750; Southwest metropolitan market $100,000; Paul H. Chapman, 84 Peachtree, Atlanta.

**Market over** 100,000 per owner. One kilowatt. City of mountains and lakes. Year-round mild climate. Ralph Erwin. Box 811, Tulsa.

**Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.**

**Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.**

*Equipment*

**1 RCA T6 C** consolette. 1 RCA TK-20 iconoscope film camera, less power supplies and master monitor. WHIO-TV, Dayton, Ohio. Attn: E. L. Adams.

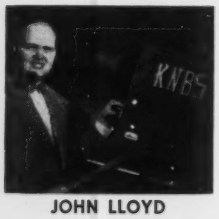
**Western Electric** RD100 10x6 switching console. Dual pre-set. Original price $23,000. Last one sold for $4500. Make offer. Must be sold immediately even at loss. O'Brien Electric, 6514 Santa Monica, Hollywood, California.

**688' guyed 40** lb. windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P.O. Box 1612, Muskogee, Oklahoma.

## WANTED TO BUY

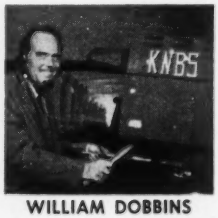
*Stations*

**Top industry** executive wants to lease radio station in small or medium market. Can insure income for owner. Fine record with large national organization. Best industry and personal references. All replies confidential. Box 779C, B•T.

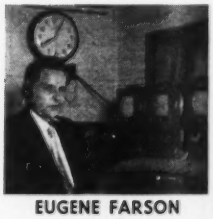
JOHN LLOYD

EDNA MITCHELL



WILLIAM DOBBINS

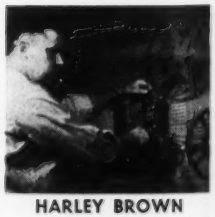
GLADYS FREET


EUGENE FARSON

BILL FARMER

STUDIO-TRAINED GRADS NOW AVAILABLE

IN ADDITION TO BEING TRAINED FOR ALL PHASES OF TV PRODUCTION, THEY ARE INDIVIDUALLY QUALIFIED FOR CAMERAMAN, FILM ROOM, FLOOR WORK, TECH DIRECTOR, SALES, RECEPTIONIST, TRAFFIC, CONTINUITY, PROGRAM PERSONALITY, AND STAFF PHOTOGRAPHER. FOR COMPLETE RESUME OR INFORMATION . . .


HARLEY BROWN

BEVERLY RAWSON

D. M. GOODWIN

WRITE, WIRE,
CALL COLLECT
JOHN BIRREL
CA 3-7246

FERENC KUBANYI

RUTH MITCHELL

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N. W. 21ST AVE. • PORTLAND 9, OREGON
WITH SCHOOLS IN
HOLLYWOOD • PORTLAND • CHICAGO • WASHINGTON, D. C.

## WANTED TO BUY

### Stations

**Majority or all** of reasonably priced station either metropolitan or regional coverage. Principals only. Condential. Box 865, B•T.

**Radio station** by radio executive. Prefer New York or middle west. Market up to 100,000 population. Box 890C, B•T.

*Equipment*

**Urgently need** one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 321C, B•T.

**Wanted:** Two Ike camera edge lights, periscope type, tv speciality type T.S.C. KFEL-TV, 550 Lincoln, Denver.

**WE 23A studio** console. 150-foot guyed tower. Want tape recorder. KLGN, Logan, Utah.

**Wanted:** Used video grating generator, write Evans, KLIX-TV, Twin Falls, Idaho.

**Transmission line** 1⅝", 51.5 ohm, 100-120 feet plus two 90 degree elbows. Advise details, price, fittings available, etc. KRSN, Los Alamos, N. M.

**Wanted:** Used cabinet for Presto 10-A turntable. Contact WBBQ, 515 15th Street, Augusta, Georgia.

## INSTRUCTION

**FCC first phone license. Start immediately.** Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

## RADIO

### Help Wanted

*Managerial*

**MANAGER**
**AUDIO SALES**

Broadcast equipment manufacturer requires sales-minded audio engineer to head Audio Sales Department. This is a very important, high level, salaried position administering entire audio sales program. Includes sales liaison between customer and Engineering and Production Departments. Only occasional travel to assist field sales force.
Send full details with photo to Sales Manager, Gates Radio Company, Quincy, Illinois.

*Salesmen*

**SALES ENGINEER**

Leading in AM broadcasting equipment field requires aggressive sales engineer to travel in Southeast territory. Preferance to be given to man now living in or familiar with radio stations in Florida and southern Georgia. This is a salaried position with increased remuneration for more sales.
Send full details with photo to Sales Manager, Gates Radio Company, Quincy, Illinois.

*Production-Programming, Others*

**FARM SERVICE DIRECTOR FOR A DOMINATE MIDWEST RADIO STATION. APPLICANTS MUST HAVE ABILITY TO ANALYZE FARM PROBLEMS, MAKE PERSONAL APPEARANCES, MICROPHONE EXPERIENCE AND TECHNIQUES PLUS SINCERE INTEREST IN FARM RADIO WORK. APPLICANTS PLEASE REPLY WITH DETAILED INFORMATION c/o BURKE-STUART CO., 75 EAST WACKER DRIVE, CHICAGO, ILLINOIS.**

## TELEVISION

### Help Wanted

**NEWS PHOTOGRAPHER**

(To TAKE SOUND on FILM and BE ABLE to WRITE and ASSEMBLE NEWS PROGRAM)

**DARKROOM MAN**
**FILM EDITOR and**
**ASSISTANT FILM EDITOR**

**Four openings are available at a top network affiliated VHF station with maximum power for qualified applicants. Top pay for top people.**

*Write*
**Box 918C, B•T**

*Production-Programming, Others*

**PROGRAM DIRECTOR**

Versatile man capable of supervising Program Department plus some on-camera announcing for Southwestern Maximum Power VHF in small market. Must have had previous supervisory experience. This is an operation where everybody doubles in brass and there are no big shots. Send photo, references and full particulars to Box 874C, B•T

### Situations Wanted

*Managerial*

**EXPERIENCE PAYS**

Nationally known General Manager of successful TV Station seeking new post. Good reasons for leaving present position. Can offer excellent management and sales record. Strong personal, national sales record. Good background of sound, practical management of TV stations in tough markets. For details contact

Box 806C, B•T

**RADIO-TV EXECUTIVE**

Young aggressive TV general manager with 8 years management and sales background in radio and TV . . . complete knowledge of and experience in station management, sales programming, network and agencies.
Excellent references. Your further inquiry and interview invited.
**Box 920C, B•T**

*Programming-Production, Others*

**Young man throughly familiar. Requests full particulars in your qualifications as an employer (Will send resume if qualified).**

**BOX 919C, B•T**

## FOR SALE

### Equipment

**TOWERS**
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6190 N. E. Columbia Blvd.,
Portland 11, Oregon

**FOR SALE**

Two Allied Recording Products Co. heavy duty transcription turntables, 16 inch; Two RCA 70-B transcription turntables, 16 inch; Two RCA pickup arms, equalizers and MI-4856-A heads for 70-B turntables, unmounted; One RCA 70-C transcription turntable, 16 inch, with equalizer and pickup arm less pickup head; One REK-O-KUT model G-2 transcription turntable, 16 inch; Six Radio Music pickup arms and five Radio Music pickup heads, less equalizers; One Fairchild Model #199 record/playback turntable, 16 inch with overhead mechanism and type #214 crystal cutter head, pickup arm only and spare gear box; Three Altec preamplifiers type 420; One Altec monitor amplifier type 126; One Stancil-Hoffman model M5A minitape tape recorder with batteries and battery charger, less earphone and microphone; Two Shure cardioid microphones, model 556A; Two RCA KB2A microphones; One table top microphone boom; One complete disc recording system, including two REK-O-KUT Model "V" 16 inch heavy duty turntables, two Model M-5 REK-O-KUT Master Pro overhead mechanism, two presto type 1C cutter heads, 50 watt Presto recording amplifier, two cutter needles, and one VU meter. Contact Virgil Duncan, WRAL, Raleigh, N. C.

## WANTED TO BUY

### Stations

**WANTED TO BUY**
**WEST COAST AM STATION**

**in a key market where full potentiality of station is realized. Especially interested in situation where power increase is possible.**

*Reply to*
**Beverly Hills, California**
**Box 933**

## INSTRUCTION

**FCC 1st PHONE LICENSES**
**IN 5 TO 6 WEEKS**
**WILLIAM B. OGDEN—10th Year**
**1150 W. Olive Ave.**
**Burbank, Calif.**
Reservations Necessary All Classes—
Over 1700 Successful Students

**WANT a TV or RADIO JOB?**
Trained announcers, producers, writers now in demand.
**NATIONAL ACADEMY of BROADCASTING**
Est. 1934
3338 16th Street, N. W.
Starts new term Sept 26. Enroll now.
DE. 2-5580
PLACEMENT

(Continued from page 116)

ship; corporate change only. Action Sept. 15.

**WBUF-TV Buffalo, N. Y.**—Granted assignment of cp (ch. 17) to NBC for $312,500 and mod. of cp to change ERP from 148 kw visual, 74.1 kw aural to 398 kw visual, 200 kw aural and change trans. and studio location. Comr. Bartley dissented. Action Sept. 21.

**WGR-AM-TV Buffalo, N. Y.**—Granted relinquishment of control to George F. Goodyear and 47 other stockholders and trustees. No consideration is involved. Will of late Alanson C. Deuel left his 2,400 shares (25% of outstanding shares) to be equally divided among his wife, Helen Langmuir Deuel, and his nieces Norma Deuel Lutz and Virginia Deuel; this is largest single block of stock concerned. Action Sept. 21.

**WABD (TV) New York, N. Y.**—Granted assignment of cp and license and outstanding STA for commercial operation from Allen B. DuMont Labs to wholly owned subsidiary DuMont Bcstg. Corp. No change in control. Action Sept. 14.

**WTRX-AM-FM Bellaire, Ohio**—Granted transfer of control to Robert K. Richards and Walter Patterson for $20,000, plus assumption of $50,000 liability. Messrs. Richards and Patterson are equal owners of **WHAR Clarksburg, W. Va.**, and **WKYR Keyser, W. Va.** Mr. Richards owns Washington public relations firm. Action Sept. 21.

**WUSN Charleston, S. C.**—Granted assignment of license to Low Country Bcstg. Co. for $110,000. Principals include: Pres. **Sol Panitz** (50%), radio-tv dir. Alvin Epstein Adv. Agency, Washington; Vice Pres. **Barry Winton** (50%) account executive, Television Programs of America. **J. Drayton Hastie**, stock holder **WUSN-TV**, and **G. S. Cuthbert Jr.**, sales manager, **WUSN-TV** will serve on board of directors. Action Sept. 21.

**KDLO-TV Florence, S. D.**—Granted mod. of cp to change corporate name from The Hills Bcstg. Co. to Triple-City Bcstg. Co. Action Sept. 14.

**KERV Kerryville, Tex.**—Granted acquisition of negative control by Arthur G. Rodgers through purchase of 50% stock from W. C. Fawcett and Hal Peterson for $15,000. Action Sept. 21.

**KSEL Lubbock, Tex.**—Granted voluntary relinquishness of control by Walter G. Russell through issuance of 25,000 shares of authorized but unissued stock to M. M. Rochester. After consummation, Mr. Russell, 59.09% owner, will own 47.27% and Mr. Rochester's holdings increase from 5.45% to 23.63%. Other owner, Walter L. Hull, will own 29.09%. Action Sept. 16.

**WNRG Grundy, Va.**—Granted transfer of control (75% interest) to Herman G. Dotson and Elmo Mills for $1,500. Mr. Dotson is attorney. Mr. Mills is 66% owner **WFTG London, Ky.** Action Sept. 21.

## APPLICATIONS

**KSDA Redding, Calif.**—Seeks voluntary transfer of control through sale by Rowland H. Dow of his 51% interest to equal partners Betty Maxine Farrelle and Edith Irene Walters for $16,500. Principals are former partners in radio station equipment sales and consultantcy. Filed Sept. 9.

**KSTN Stockton, Calif.**—Seeks voluntary transfer of control to Knox LaRue from L. E. Chenault through sale by Mr. Chenault of 7.5% interest to Mr. LaRue for $7,950. Mr. LaRue will then own 56.67% and Mr. Chenault 20%. Filed Sept. 13.

**WMBM Miami Beach, Fla.**—Seeks voluntary assignment of license from Robert W. Rounsaville to Rounsaville of Miami Beach Inc. No change in control. Filed Sept. 16.

**WAAG Adel, Ga.**—Seeks voluntary assignment of license to Robert A. Davis and W. M. Forshee through sale by W. T. Scott of 35% interest to Mr. Forshee for $12,250. Mr. Forshee will own 70% while Mr. Davis retains 30%. Filed Sept. 12.

**WBGE-AM-FM Atlanta, Ga.**—Seeks voluntary assignment of license to Bartell Bcstrs, Inc for $100,000. Bartell principals are Lee B. (41.27%); David B. (41.67%); Gerald A. (16.67%), and Melvin M. (.04%). Bartell owns **WOKY Milwaukee, WAPL Appleton** and **WMTV (TV) Madison**, all **Wis.** Filed Sept. 13.

**WQXI Atlanta, Ga.**—Seeks voluntary assignment of license from Robert W. Rounsaville to Rounsaville of Atlanta Inc. No change in control. Filed Sept. 16.

**WOPA-AM-FM Oak Park, Ill.**—Seeks voluntary assignment of license to Richard Goodman, Mason Loundy, Egmont Sonderling and WOPA Inc., a partnership d/b as Village Bcstg. Co. Messrs. Goodman, Loundy and Sonderling assign half of their interests in stations so that WOPA Inc. owns 50%, Mr. Goodman 27.5%, Mr. Sonderling 12.5% and Mr. Loundy 10%. No actual change in individuals' control of licensee. Filed Sept. 12.

**WLOU Louisville, Ky.**—Seeks voluntary assignment of license from Robert W. Rounsaville to Rounsaville of Louisville Inc. No change in control. Filed Sept. 16.

**WBCM-AM-FM Bay City, Mich.**—Seeks voluntary assignment of license to Michigan Bcstg. Co. for $150,000. Michigan Bcstg. is licensee of **WBCK Battle Creek** and is owned equally by Robert H. and David N. Holmes. Filed Sept. 13.

**WVIM Vicksburg, Miss.**—Seeks voluntary transfer of control of John F. Shea for $30,000. Mr. Shea is chief engineer of **WSGN Birmingham** and is applicant for new am at Montgomery, Ala. Selling station are J. Dige Bishop, Charles Dixon, M. D. Taylor, Tracy B. Wilder and R. B. Anderson. Filed Sept. 19.

**KHOB Hobbs, N. M.**—Seeks voluntary assignment of license to Permian Basin Radio Corp. for $55,000. Permian principals are pres. **Charles R. Scott** (25.3%); sec.-treas. Quenton K. Crandall (26.4%); vice pres. **Helen F. Orr** (25.3%); **Mike A. Barrett** (10%); **Billy O. Shaw** (6.5%), and **Charlie D. Shaw** (6.5%). Principals Scott, Crandall and Orr are **KHOB** employes. Mr. Barrett owns **KTFY Brownfield, Tex.** Shaws are partners in Hobbs machine shop. Filed Sept. 13.

**WCGC Belmont, N. C.**—Seeks voluntary assignment of license to Central Bcstg. Co., a corporation, from Central Bcstg. Co., a partnership, for $15,000. Partnership principals R. R. Hilker, Otis Shepherd, Lucielle Hand and Arthur Hilker Jr. take in 18 local stockholders. After consummation R. R. Hilker will own 26%, Lucielle G. Hand 25%, Earl Helms 10% and H. F. Stroupe 6.67%. Remaining stockholders will not own more than 5% each. Filed Sept. 16.

**WBEX Chillicothe, Ohio**—Seeks voluntary acquisition of control by Truman A. Morris through sale by John E. and Marjorie B. Halliday of two-thirds interest in station to Mr. Morris for $50,000. Filed Sept. 15.

**WCIN Cincinnati, Ohio**—Seeks voluntary assignment of license from Robert W. Rounsaville to Rounsaville of Cincinnati Inc. No change in control. Filed Sept. 16.

**WBAC Cleveland, Tenn.**—Seeks voluntary assignment of license from Robert W. Rounsaville to Rounsaville of Cleveland Inc. Filed Sept. 16.

**KTXN Austin, Tex.**—Seeks voluntary transfer of control through sale by Edward C. James of 75% interest to Mrs. O. B. Perot, Robert N. Pinkerton and Edgar B. Pool for $75,000. Mr. Pinkerton is president and stockholder of **WBGE Atlanta.** Mr. Pool is one-fourth owner of **KIFN Phoenix** and has interest in WBGE. Mrs. Perot is life insurance executive. Filed Sept. 9.

**WBAP-AM-FM-TV Fort Worth, Tex.**—Seeks involuntary transfer of control to Amon G. Carter Jr., trustee, because of death of Amon G. Carter. Transfer substitutes Mr. Carter Jr. as trustee in voting trust agreement to vote 66⅔% of stock of licensee, Carter Publications Inc. Filed Sept. 15.

## INITIAL DECISION

Hearing Examiner James D. Cunningham issued initial decision looking toward confirming Commission action of April 30, 1954, which granted application of Spartan Radiocasting Co. for modification of cp of WSPA-TV (ch. 7), Spartanburg, S. C., to change transmitter site to Paris Mountain with ERP of 200 kw visual, 120 kw aural, antenna 1182 ft., change main studio location within Spartanburg, install new transmitters and antenna systems and make other equipment changes; and denial of protests to such grant made in behalf of **WGVL (TV)** (ch. 23) Greenville, S. C., and **WAIM-TV** (ch. 40) Anderson, S. C.

## OTHER ACTION

By memorandum, opinion and order, FCC denied petition of **WTVR (TV) Richmond, Va.**, for issuance of cease and desist order directed against certain alleged practices of **WXEX-TV Petersburg, Va.** Action Sept. 21.

# Routine Roundup . . .

## September 15 Decisions

### ACTIONS ON MOTIONS

**By Hearing Examiner Thomas H. Donahue**

On examiner's own motion, continued indefinitely hearing scheduled for Sept. 20, re am application of Bi-Stone Bcstg. Co., Mexia, Tex. Action Sept. 13.

**By Hearing Examiner H. Gifford Irion**

**WCOV-TV Montgomery, Ala.**—Upon oral request from counsel for Capitol, hearing now scheduled for Sept. 22 is continued to Sept. 26 at 10 a.m. in re tv application of **WSLA (TV) Selma, Ala.**, for mod. of cp. Action Sept. 14.

## September 16 Applications

**Remote Control**

**WRMA Montgomery, Ala.**
**WAIP Prichard, Ala.**
**KUSN St. Joseph, Mo.**
**KOPR Butte, Mont.**
**KRAY Amarillo, Tex.**
**WHTN Huntington, W. Va.**

**Renewal of License**

**WFMF (FM) Chicago, Ill.**
**WEAW-FM Evanston, Ill.**
**WDLB-FM Marshfield, Wis.**
**WRJN-FM Racine, Wis.**
**WFHR-FM Wisconsin Rapids, Wis.**
**WKOW Madison, Wis.**

**WEOA Evansville, Ind.**—Consolidated Television & Radio Bcstrs. Inc., amended to change applicant name to Ohio Valley Television Co.

## Aural List

The Commission has compiled a list of transmitters and monitors considered acceptable for use in the aural broadcast services (am and fm). The list, "Radio Equipment List Part B," includes those transmitters which had been type-approved under the rules existing prior to June 30, 1955. Under the present rules, type-acceptance is required for transmitter listing; for monitors, type-approval requirements continue applicable.

Copies are available for inspection at the Commission's offices in Washington, D. C., and at each of its field offices. Industries and other interested may reproduce the list in whole or in part if they so desire. Arrangements may be made through the Technical Research Div. of the Office of the Chief Engineer for loan of copy for this purpose.

## September 19 Applications

**Renewal of License**

**WSOY-FM Decatur, Ill.; WSEI-FM Effingham, Ill.: WMFM (FM) Madison, Wis.**

**ACCEPTED FOR FILING**

**Modification of Cp**

**KBID-TV Fresno, Calif.**—Seeks extension of completion date to 4-10-56.

**WMGT (TV) Adams, Mass.**—Seeks extension of completion date to 12-31-56.

**WORA-TV Mayaguez, P. R.**—Seeks extension of completion date to 3-27-56.

## September 20 Decisions

### BROADCAST ACTIONS

**BY THE BROADCAST BUREAU**

**Actions of Sept. 16**

**KODL The Dalles, Ore.**—Granted license covering change of facilities, installation of directional antenna (DA-N); changes in antenna system.

**KWIE Kennewick, Wash.**—Granted license covering increase in power, installation of new transmitter, change from employing directional antenna night only to directional antenna day and night (DA-2); condition.

**WFTG London, Ky.**—Granted license for am station.

**WKLE—Washington, Ga.**—Granted license for am station.

**WCHJ Brookhaven, Miss.**—Granted license for am station.

Following granted extensions of completion dates as shown: **KGAK Gallup, N. Mex.**, to 1-1-56, conditions; **KBID-TV Fresno, Calif.**, to 1-16-56; **WKLX Paris, Ky.**, to 12-23-55.

Following granted authority to operate transmitters by remote control:

**KUSN St. Joseph, Mo.; WKDL Clarksdale, Miss.; WRMA Montgomery, Ala.; WAIP Prichard, Ala.; KRAY Amarillo, Tex.; KOPR, Butte, Mont.**, while using non-directional antenna.

**Actions of Sept. 15**

**WLEY Elmwood Park, Ill.**—Granted license covering changes in licensed fm station.

**WTMA-FM Charleston, S. C.**—Granted license covering changes in licensed station.

**State Board of Agriculture, Michigan State College, East Lansing, Mich.**—Granted mod. of CP to change name to State Board of Agriculture.

**American Broadcasting-Paramount Theatres Inc., New York, N. Y.**—Granted mod. of permit to supply tv programs broadcast in U. S. over television stations licensed to American Bcstg.-Paramount Theatres Inc. to certain Canadian television stations to add **CJLH-TV Lethbridge Alberta**, for broadcast in Canada.

Following granted extensions of completion dates as shown: **WRAY-TV Princeton, Ind.**, to 1-16-56; **WQXL-TV Louisville, Ky.**, to 1-16-56; **KSPG Tulsa, Okla.**, to 1-16-56.

**Actions of Sept. 14**

**KMUS-FM Muskogee, Okla.**—Granted request to cancel license.

**WLET-FM Toccoa, Ga.**—Granted license covering changes in licensed fm station.

**WEFM (FM) Chicago, Ill.**—Granted license covering changes in licensed fm station.

**WGEM-FM Quincy, Ill.**—Granted license cov-

ering changes in licensed fm station.

**WKTL Kendallville, Ind.**—Granted mod. of cp for change in antenna-transmitter and studio location and change type of transmitter.

**WHTN Huntington, W. Va.**—Granted authority to operate transmitter by remote control.

Following granted extensions of completion dates as shown: **WATV (TV) Newark, N. J.**, to 3-15-56; **WAPA-TV San Juan, P. R.**, to 4-12-56; **WQXI-TV Atlanta, Ga.**, to 1-16-56; **WQXN-TV Cincinnati, Ohio**, to 1-16-56; **KROD-TV El Paso, Tex.**, to 3-30-56.

**Actions of Sept. 13**

**WCTV (TV) Thomasville, Ga.**—Granted STA to operate commercially on ch. 6 for period ending Sept. 30.

Following granted extensions of completion dates as shown: **WFIE (TV) Evansville, Ind.**, to 4-1-56; **WTLE (TV) Evanston, Ill.**, to 1-16-56.

**Actions of Sept. 12**

**KVOS Bellingham, Wash.**—Granted authority to operate transmitter by remote control, while using nondirectional antenna.

**WCHS-TV Charleston, W. Va.**—Granted extension of completion date to 4-11-56.

**Actions of Sept. 9**

**KDLO-TV Florence, S. D.**—Granted STA to operate commercially on ch. 3 for period ending Dec. 6.

Following granted authority to operate transmitters by remote control:

**WBEJ Elizabethton, Tenn.; WBAC Cleveland, Tenn.; WQXI Atlanta, Ga.**, while using nondirectional antenna.

**ACTIONS ON MOTIONS**

**By Comr. Richard A. Mack**

**Air Transport Assn. of America**—Granted petition for acceptance of its late filing of exceptions to the initial decision in proceeding involving application of **KGEO-TV Enid, Okla.**, for mod. of cp (ch. 5). Action Sept. 20.

**Department of Defense**—Granted petition for extension of time to Sept. 27 to file brief in support of its exceptions to initial decision re Docket 11302 (**KGEO-TV Enid, Okla.**, for mod. of cp). Action Sept. 20.

**By Hearing Examiner James D. Cunningham**

**WSPA-TV Spartanburg, S. C.**—Granted motion to correct transcript of hearing re its application for mod. of cp (ch. 7). Action Sept. 15.

**By Acting Chief Hearing Examiner Fanney N. Litvin**

**WCUE Akron, Ohio**—Granted petition to dismiss without prejudice its am application for cp. Action Sept. 19.

**By Hearing Examiner Hugh B. Hutchison**

**Ponce de Leon Bcstg. Co. of P. R. Mayaguez, P. R.**—Granted motion for continuance of hearing from Sept. 16 to Nov. 7 in tv ch. 3 proceeding. Action 9/15.

**Broadcast Bureau**—Granted motion for continuance of hearing from Sept. 20 to Oct. 25 re application of **WMEX Boston, Mass.**, for renewal of license. Action Sept. 16.

**WWGS Tifton, Ga.**—Granted petition for continuance of hearing from Oct. 5 to Nov. 8 re am application of **WTIF Tifton.** Action of 9/19.

**By Hearing Examiner Thomas H. Donahue**

**Broadcast Bureau**—Granted petition for continuance of hearing from Sept. 19 to Sept. 29 re am application of Kossuth County Bcstg. Co., Algona, Iowa. Action Sept. 19.

**By Hearing Examiner Basil P. Cooper**

Upon informal requests of **WLAU** and **WAML**, both **Laurel, Miss.**, scheduled prehearing conference for Sept. 23 at 10 a.m., and granted petitions of **WLAU** and **WAML** for continuance of hearing date beyond Sept. 20; the date for evidentiary hearings will be announced following the conclusion of the prehearing conference. Action Sept. 15.

## September 20 Applications

**RENEWAL OF LICENSE**

**WWKO Ashland, Ky.**—States Bcstg. System Inc., amended to change name of applicant to Connie B. Gay.

**WAND Canton, Ohio.**

**WSMI Litchfield, Ill.; WGGH Marion, Ill.**

**WCIA (TV) Champaign, Ill.**

**Application Returned**

**WMAG Forest, Miss.**—License to cover cp which authorized new standard station (name of licensee incomplete).

**Application Dismissed**

**Sam H. Morton tr/as Morton Bcstg. Co., Niles, Mich.**—Cp for new standard station to be operated on 1440 kc with 500 w daytime (request of applicant).

**S. A. Rosenbaum and William S. Smylie, d/b as Laurel Television Co., Laurel, Miss.**—Ch. 7 (request of atty.).

**Remote Control**

**WCBR Memphis, Tenn.**

**Applications Returned**

**KALM Thayer, Mo.**—Cp to side mount fm antenna on am tower (unnecessary).

**KCNI Broken Bow, Neb.**—Voluntary transfer of control to Georgia A. Crawford (file on wrong form).

## September 21 Decisions

**BROADCAST ACTIONS**

Commission en banc, by Comrs. McConnaughey (chairman), Hyde, Bartley, Doerfer and Mack, took following actions on Sept. 21:

Following stations granted renewal of license on a regular basis:

**WTRB Ripley, Tenn.; WBLE Batesville, Miss.; WARU Peru, Ind.; WFUV New York, N. Y.; WCET (TV) Cincinnati, Ohio; WCKY Cincinnati, Ohio; WDOK-AM-FM Cleveland, Ohio; WFBE-FM Flint, Mich.; WDTR Detroit, Mich.; WHDF Houghton, Mich.; WHLS Port Huron, Mich.; WJPD Ishpeming, Mich.; WMAX Grand Rapids, Mich.; WTRX-FM Bellaire, Ohio; WTVN (TV) Columbus, Ohio.**

## UPCOMING

**SEPTEMBER**

Sept. 26-29: Meeting of CBC tv-affiliated stations, Ottawa.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.
Sept. 30-Oct. 2: High Fidelity Show, Palmer House, Chicago.

**OCTOBER**

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 3-7: AIEE Fall General Meeting, Morrison Hotel, Chicago.
Oct. 3-7: SMPTE Convention, Lake Placid Club, Essex County, New York.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Tex.
Oct. 7: RAB Clinic, Fort Worth, Tex.
Oct. 7-8: OARTB Fall Convention, Deshler-Hilton Hotel, Columbus, Ohio.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 7-9: N. Y. State Chapter of the American Women in Radio & Tv. Fall Conference, Mark Twain Hotel, Elmira, N. Y.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 8: Texas Chapter of the American Women in Radio & Tv. Annual meeting, Fredonia Hotel, Nacogdaches Texas.
Oct. 10: Ad Club of New York, Annual Advertising and Selling Course.
Oct. 13-14: RAB National Radio Advertising Clinic, Waldorf-Astoria Hotel, New York.
Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.
Oct. 16-17: New Jersey Broadcasters Assn., Hotel Hofbrau, Wildwood.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 17: RAB Clinic, Burlington, Vt.
Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.
Oct. 19: RAB Clinic, Boston.
Oct. 20: RAB Clinic, Philadelphia.
Oct. 21: RAB Clinic, Washington.
Oct. 29-Nov. 3: N. C. Assn. of Broadcasters, Aboard M. S. Stockholm (Bermuda Cruise).
Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York

**NOVEMBER**

Nov. 2: RAB Clinic, Oklahoma City.
Nov. 3: RAB Clinic, Kansas City, Mo.
Nov. 4: RAB Clinic, Des Moines, Iowa.
Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.
Nov. 10: ARF Conference on Current Activities in Marketing & Research, Hotel Ambassador, New York
Nov. 10-16: North Carolina Assn. of Broadcasters, aboard *M. S. Stockholm* (Bermuda cruise).
Nov. 14: TAB Fall Convention, Adolphus Hotel, Dallas.
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Milwaukee.
Nov. 16: RAB Clinic, Chicago.
Nov. 17: RAB Clinic, Indianapolis.
Nov. 18: RAB Clinic, Detroit.
Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

**DECEMBER**

Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, New York.

**NARTB Regional Meetings**

| | | |
|---|---|---|
| Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico) | Sept. 28-30 | St. Charles Hotel, New Orleans |
| Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.) | Oct. 12-14 | Roanoke Hotel Roanoke, Va. |
| Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska) | Oct. 24-26 | St. Francis Hotel, San Francisco |
| Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.) | Nov. 1-3 | Broadmoor Hotel, Colorado Springs |
| Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.) | Nov. 7-9 | Fort Des Moines Hotel, Des Moines |
| Region 6 (Dist. 12, 13, Kan., Okla., Tex.) | Nov. 15-17 | Baker Hotel, Dallas |


BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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## Assignment in Detroit

WHY is it that radio, which gets a sizable amount of business from local automobile dealers, receives only 3% of the auto manufacturers' advertising on a national spot basis—about $7 million, in contrast to the $97 million allotted to newspapers and even well below the $17 million spent for outdoor? Why is it that 98% of one auto maker's advertising in newspapers is placed by direct order from the agency to the publishers, while more than half of the radio time is bought through dealers?

Those questions were asked Monday at NARTB's opening fall regional meeting in Chicago. They were asked by Robert E. Anderson, Detroit vice president of BBDO, leading agency buyer of spot radio time. Mr. Anderson did not answer his questions himself—not directly, that is. Instead he offered five specific suggestions for broadcasters to follow "to win the support of the biggest industry in the world." His suggestions are presented in text elsewhere in this issue.

Mr. Anderson's five-point program for winning more automotive advertising was probably a little more general than most of his audience liked. As broadcasters with time to sell they would have preferred specific pointers on the automotive advertising approach to a check list which applied equally well to all types of advertisers. But no one missed the point the speaker was too polite to hammer home, that radio stations individually and collectively have not done a good enough selling job with the buyers of time for the motor industry. The arguments that convinced the local Ford and Plymouth and Chevvy dealers—Cadillac and Lincoln dealers, too—that their local radio station was a good place for them to advertise have apparently not penetrated the inner sanctums of the motor magnates in Detroit.

To overcome that failure is the challenge Mr. Anderson left with the radio station executives. If they can meet it—if they can turn that 3% of the national automotive budget into the 33% which spot radio rightfully deserves—their journey to the NARTB session in Chicago may very well turn out to be the most successful sales trip they ever made.

## Just a Little Bit Final

THE FCC is now confronted with an urgent need to resolve the most important problem to trouble it since the "Sixth and Final" television allocations report April 14, 1952.

The Commission must revise both the title ("Sixth and *Almost* Final"?) and the body of its massive work, for the 1952 allocations plan has proved inadequate to provide a truly competitive television service in America.

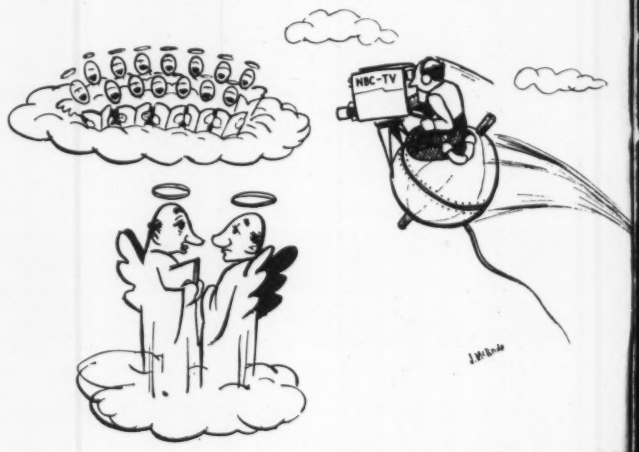
We emphasize the word "revise" in the paragraph above, because the FCC cannot undo all that it has done. The public would not stand still for a radical reallocation which would seriously disrupt existing service. What the Commission faces is essentially a job of tidying up its 1952 allocations. As might be expected, there are disparate views among the Commissioners as to how the job should be done.

At one extreme is Comr. Robert E. Lee who last week went on record as advocating reduction of mileage separations and the use of directional antennas as immediate means of weaving more v's into the television fabric. Other members have not yet gone to such pains as did Mr. Lee in Chicago last week to expose their own views, but privately some have expressed varying degrees of disagreement with him.

We would not presume to spell out how the problem should be tackled, but it seems to us that no matter how the FCC goes about the job, it cannot overlook certain basic considerations.

It would be fatal, for example, for the Commission to impose another freeze while it deliberates, blocking action on proceedings now awaiting action. The participants have complied with procedures now in force and should not be denied prompt resolution of their cases.

It would be undesirable if the Commission adopted a plan allowing the indiscriminate use of directional antennas and drop-ins which would ruin the tv allocations patterns just as it played have with am radio.




Drawn for BROADCASTING • TELECASTING by Jim McBr

*"Don't you think Pat Weaver has gone too far this time?"*

It is physically impossible, at this stage, to create a truly nation tv service without the use of uhf. Hence the Commission must ta care not to do anything which would weaken the position of uhf markets that are exclusively served in that band under prese allocations. It must also preserve the v's which are entrenched larger markets, and, where possible and necessary, add enough v to create an opportunity for competition. The public will be be served if there is a reasonably even chance for at least three an desirably four networks to have comparable outlets in importan population centers and for independent stations to operate as wel

Despite the little likelihood of early action, the Commission oug also to exhaust every effort to open new vhf channels throug acquisition from the military or other government services an through utilization of educational tv assignments now unused.

Beyond these considerations, the FCC must also recognize th need to protect those who ventured into tv before it turned th economic corner and those who stuck with uhf through lean day

The Commission begins its study of the problem Oct. 3. It to be hoped that it will do so with the intention of coming u with answers soon enough to be of use to television and to th U. S. public.

## Ungagged But Silent

IT HAS BEEN six years since the FCC revised its policies permit broadcasting stations to editorialize, and yet it is st news when a station takes advantage of that opportunity.

In last week's issue of B•T there was a news story about WSYR-AM-TV Syracuse editorial campaign and there was an inte view with the operating head of WAVZ New Haven, telling ho that station had gained stature by taking editorial positions on ma ters of community interest.

Editorializing by these stations was considered unusual enoug to justify the extensive space which we gave the stories. It is n honor to broadcasting in general that at this late date such stori are worth such space.

When the FCC, in 1949, rescinded its irresponsible Mayflow decision, which had denied stations the right to editorialize, th action was greeted as a triumph for broadcasters, and indeed was. Through their trade association, broadcasters had struggle vigorously to obtain removal of the gag which the government p in their mouths. The gag has been out for six years. Where a the words that were expected to follow?

Let it be recorded to the credit of E. R. Vadeboncoeur, pre dent-general manager of WSYR-AM-TV, and Daniel Kops, vi president-general manager of WAVZ, that they have the coura to pioneer in a field where pioneers are scarce.

WWJ
The Detroit News

# RADIO VALUE BULLETIN

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## "NEWS BY LEWIS"

**10:30-10:45 P.M. MONDAY THROUGH FRIDAY**

*(The only unsponsored 15-minute evening news strip on The Detroit News Station)*

**PROGRAM:** Like WWJ itself, "News by Lewis" is a Detroit habit. Listeners depend on the 10:30 P.M. (and 6:00 P.M.) broadcasts for accurate information, for on-the-spot tapes of important local events, for the complete coverage that is the hallmark of all WWJ newscasts.

**NEWS SOURCES:** WWJ news staff, The Detroit News, AP, UP, US Weather Bureau Wire Service.

**TALENT:** Radio veteran Charles Lewis has been a popular voice on WWJ for 10 years—broadcasts two evening newscasts five nights weekly.

**RATES:** **Contact your nearest Free and Peters office or wire WWJ direct.**

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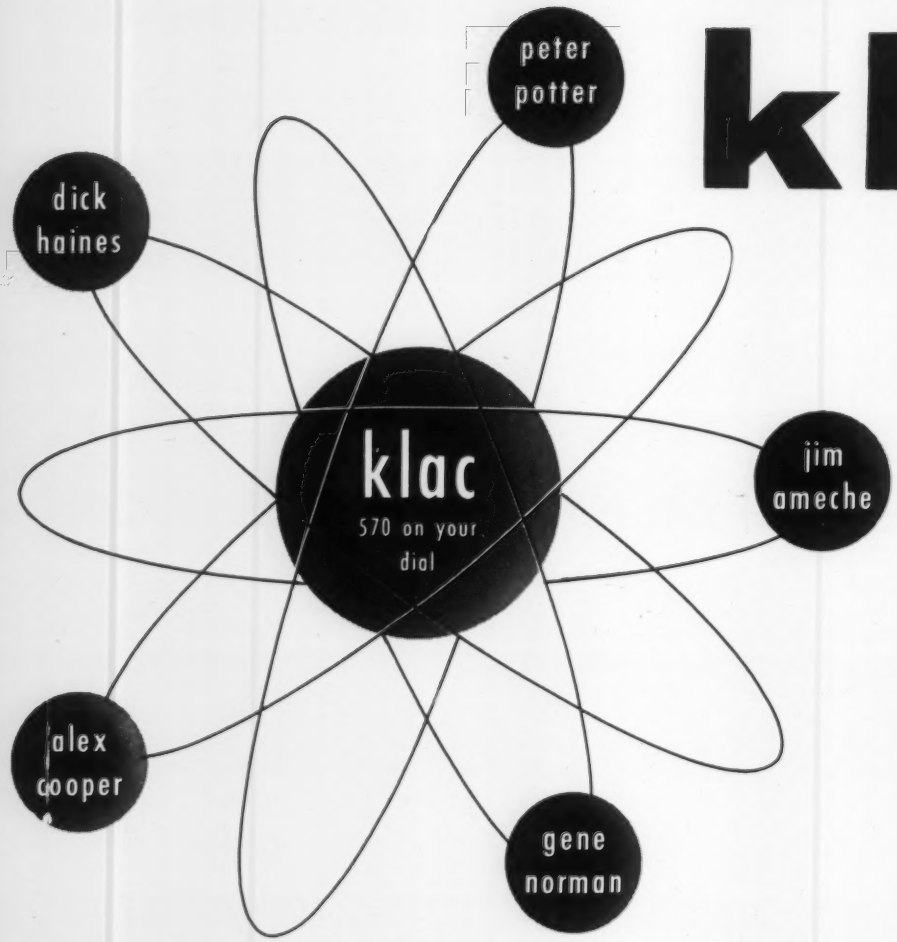


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